

JAPANESE WINTER TOURISM IN RURAL ALASKA:

BETTLES LODGE

A

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for the Degree of

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By

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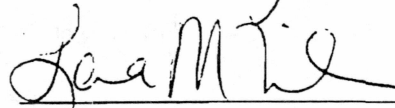
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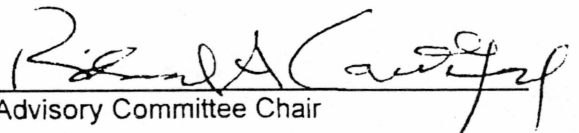
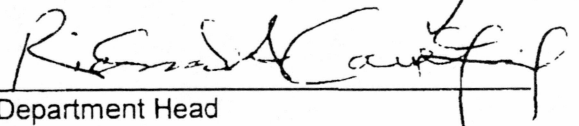
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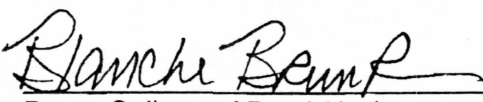
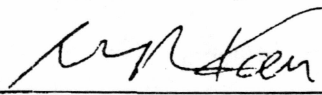
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## **Abstract**

Japanese tourists increasingly visit the Arctic in wintertime because of their interest in northern lights. Some rural communities in Alaska see this as an opportunity to enter winter tourism by targeting the Japanese market. The purpose of this study is to gain better understanding of the interests of these Japanese visitors and to explore potentials for tourism development in rural Alaska. A Japanese visitor survey was conducted in the spring of 2000 at Bettles Lodge in Interior Alaska. The data reveal that the average visitor to Bettles Lodge was female, over 61 years of age, an urban dweller, employed full-time, and college educated. Results show that Bettles Lodge receives a mixture of younger individual travelers and older group travelers, who have very different needs and expectations. The study suggests that sustainable tourism development may be best achieved through cooperation involving all local interests and stakeholders.

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## Introduction

Japanese tourists are increasingly found in the most remote villages in the Arctic in the middle of winter, seeking views of northern lights. They fly thousands of miles to reach their destinations, changing airplanes several times and spending an incredible amount of money. This development symbolizes the globalization of tourism. Today, tourists can visit anywhere in the world if they wish, from Antarctica to the Arctic. Their passion to explore new destinations seems unlimited. Japanese who travel to these remote areas for vacation must be different from those who would visit more "tame" destinations like Disneyland. This study from rural Alaska is designed to find out their demographic profiles, sources of information, motivations, and expectations.

Any remote community today has a possibility of becoming a tourist destination, whether it wants to or not. Some rural communities perceive this as a threat, while others see it as an opportunity. How it is viewed can depend on how well the community can control tourism development in the area. Tourism can bring foreign currencies, create local employment, and promote interaction between tourists and local residents. It is also true that mis-managed tourism can cause negative impacts on the natural environment, culture, and the local economy. A community that is interested in developing tourism should know who their potential customers are and what their expectations are. With this information it can develop a plan that will meet customers' needs. However, it is not always easy to find out about this type of information, especially if tourists are from different countries, speak different languages, and have different cultural backgrounds. In many instances, a visitor survey is an effective tool to gather this important information.

This study is based on a Japanese visitor survey conducted in the spring of 2000 at Bettles Lodge in Alaska. The survey questionnaire was designed from a Japanese point of view, to interpret Japanese visitors' experiences at the rural destination. It can be useful for a business that deals with Japanese customers and also for communities that are interested in bringing

Japanese visitors in the future. The purpose of this study is to gain better understanding of the interests of Japanese visitors to rural communities in Alaska, and to explore potentials for tourism development in rural Alaska.

Chapter One provides an overview of trends in global tourism and its impacts on the human and natural environment. The recent movement to alternative forms of tourism, including ecotourism, cultural tourism and sustainable tourism, is also discussed. The next chapter focuses on tourism in Alaska, with emphasis on rural tourism and the Japanese market. Chapter Three describes a Japanese visitor survey that was conducted during the spring of 2000 at Bettles Lodge. First, it reviews previous studies on Japanese visitors. It then provides background information of the community of Bettles. Research methods are introduced in the next section, followed by results from the survey. Chapter Four analyzes the results, discusses implications, and makes recommendation that were derived from the analysis. The final chapter looks into potential for sustainable tourism development in the Bettles area.

## Global Tourism

### Overview

Travel and tourism is the largest and the most rapidly growing industry in the world. In the last half of the twentieth century, the number of international tourists travelling in the world has grown from 25 million in 1950 to 664 million in 1999 (see Figure 1). The annual growth rate is seven percent (World Tourism Organization 1). The travel and tourism industry constitutes 11 percent of global GDP (US\$3,575 billion) and supports 200 million jobs worldwide, which counts eight percent of total employment (World Travel & Tourism Council 1).

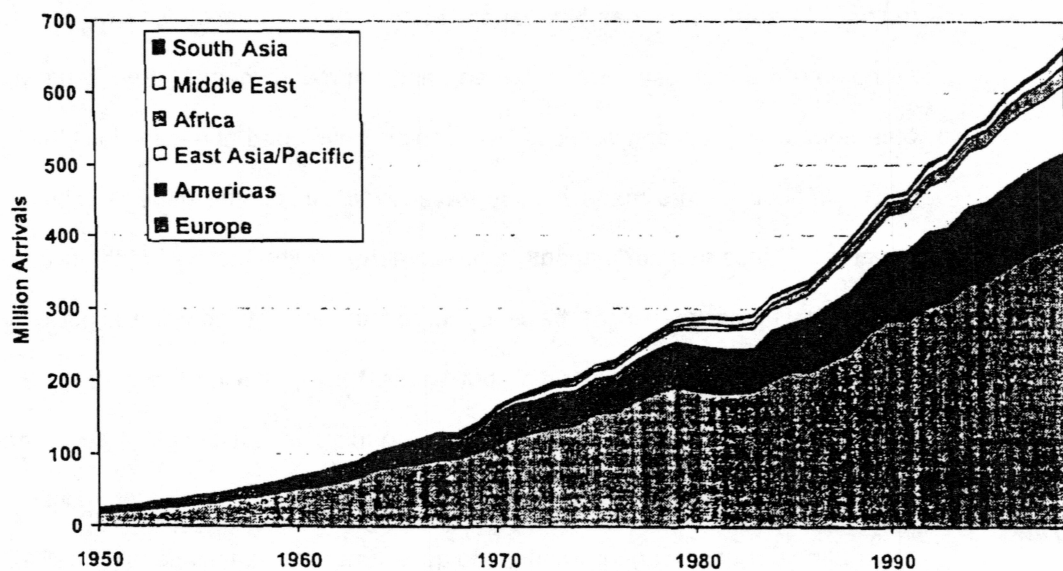


FIGURE 1. International Tourist Arrivals, 1950-1999. Source: WTO, 2000.

Edward Inskeep summarizes the factors behind this rapid growth of global tourism (Inskeep 9).

- Greater disposable income available for travel;
- Less working hours and a large number of employees who receive paid holidays

and annual vacations, thus providing the leisure time for travel;

- Higher education levels and greater awareness of other areas of the world, leading to a desire of more persons to travel;
- Rapid and dispersed economic development leading to greatly increased business travel; and
- Major improvements in transportation including in air travel services and highway networks.

In particular, development of commercial jet aircraft has made long-distance travel faster, less expensive, and more comfortable (Gee *et al.* 23). Use of the automobile became even more common, and networks of highway were developed in the U.S., Europe and other industrialized regions. In some countries like Japan, train networks and speeds were significantly improved. Along with the increased travel demand and improved means of traveling, accommodation and other tourist facilities and services have rapidly developed at destinations (Inskeep 9).

These factors made holiday travel available for the general public in the industrialized countries. "Mass tourism" became a phenomenon of the last half of the twentieth century. Gee *et al.* defines mass tourism as travel by large numbers of individuals, not only the elite. It is no longer the fact that people travel, but where they travel and what they do there that matters (Nuttall 127). The global spread of mass tourism is not simply a spontaneous phenomenon. Rather, it is due to purposeful, active, deliberate and aggressive promotion by tour companies, international tourism organizations, and governmental organizations (Nuttall 127).

As the number of tourists increases, a diversification of tourism destinations occurs. According to the World Tourism Organization (WTO), only 15 countries received about all of the 25 million international tourist arrivals in 1950. However by 1999, more than 70 countries and territories each received more than one million international arrivals (WTO 1). Europe and the Americas are still the main tourist-receiving regions in 1999. These two regions have the market share of 58 percent and 19 percent, respectively (see Figure 2). However, the major growth has taken place outside of these regions. Figure 3 shows the average annual growth rate of



international tourist arrivals in the past 15 years. The East Asia/Pacific region has the top growth rate of 8.5 percent, followed by Africa (7.5 percent), the Middle East (6.4 percent) and South Asia (6.0 percent). These four regions exceed the world average annual growth of 5.2 percent.

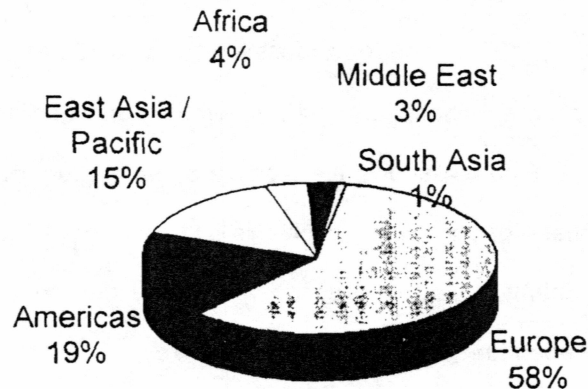


FIGURE 2. 1999 Market Share of International Tourist Arrivals. Source: WTO, 2000.

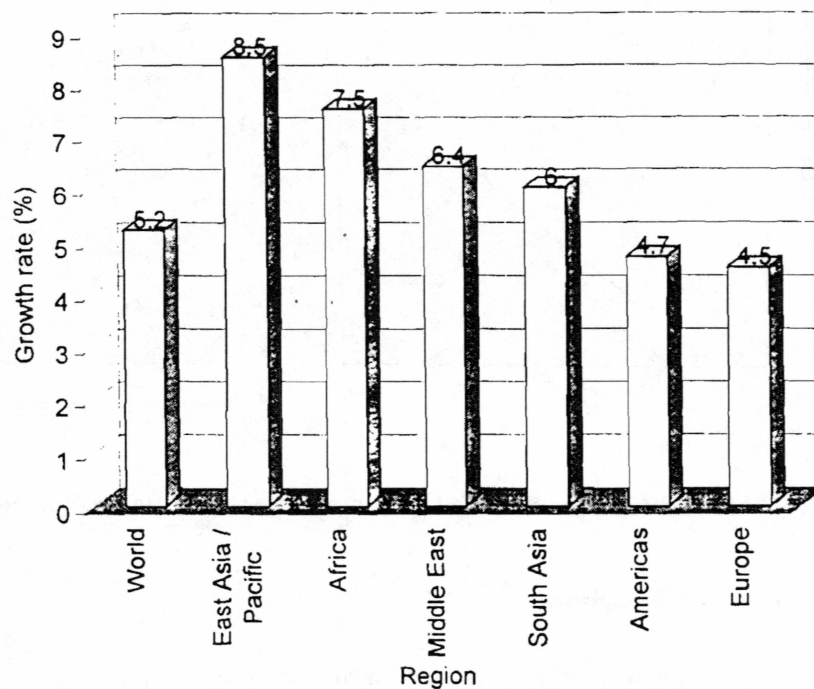


FIGURE 3. Average Annual Growth of International Tourist Arrivals, 1985-1999. Source: WTO, 2000.

Robert Prosser explains the phenomenon of the destination diversification as the "tidal wave of the pleasure periphery;" a search for fresh destinations by the tourists (Prosser 24). He shows that the pleasure periphery - the freshest destinations - moved from Western Europe and the Eastern U.S. in the nineteenth century to Antarctica and remote areas of all other continents and oceans in the 1990s. The movement is also explained as a product cycle of tourism (Prosser 23). A destination experiences growth, saturation, and decline phases as the market demand shifts over time. Figure 4 shows an example of the product cycle in the 1990s. Alaska is in the emergence phase of the cycle, which it is just discovered by tourists as a destination. On the other hand, Spanish 'Costas' Resorts are in the decline phase, which they are maximally exploited and abandoned by tourists (Prosser 28).

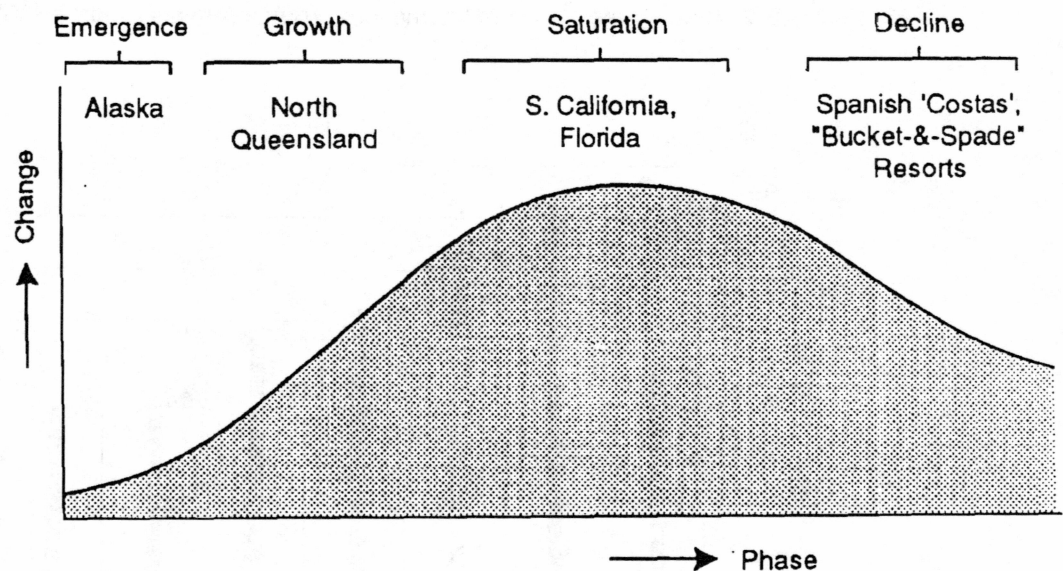


FIGURE 4. Product Cycle: Example in the early 1990s. Source: Prosser, 1994.

### Impacts of Tourism

Tourism development can have both positive and negative impacts on destination communities. Tourism's economic benefits on an area can be enormous in terms of revenues and

employment. WTTC estimates that the travel and tourism industry contributes annual revenue of US\$3,575 billion and supports 200 million jobs worldwide (WTTC 1). Tourism can also create positive impacts on society and culture. For example, tourism can broaden opportunities for employment of women, expand awareness of the outside world by social contacts with visitors, and enhance pride and appreciation of an area by presenting cultural interpretation of the area to visitors (Gee *et al.* 157-162). Tourism impacts on the natural environment, are usually less destructive than other industries which depend on extraction of natural resources. Tourism is increasingly seen as a solution to social and economic problems, particularly in rural areas, by bringing prosperity and employment when agriculture, fishing or other industries decline (Nuttall 128).

Some of the tourism literature highlights negative impacts of tourism development on destinations around the world. Pierre Rossel argues that tourism has caused double marginalisation to cultural minority groups (Rossel 1). He claims that cultural minorities, who suffer from unfavorable treatment by the political and economic state power, now also suffer from the "abominable pressure" of tourism (Rossel 13). Helena Norberg-Hodge's *Ancient Future: Learning from Ladakh* discusses tourism impacts on indigenous people of Ladakh, a remote region in the trans-Himalaya of Kashmir, India (Norberg-Hodge 1). As a result of the government's development policy, the number of visitors to the Ladakh region had risen from a handful to almost 15,000 a year within ten years. Norberg-Hodge argues that the rapid and sudden growth of tourism disturbed not only their material culture, but also more significantly people's minds (Norberg-Hodge 93). The Ladakh case drew a classic picture of destructive impacts of tourism on human environments. Tourism can also cause serious degradation of natural environments. Ecosystems of tropical islands are especially unique and fragile to human intrusion. In the Caribbean, South Pacific islands, and Hawaii, environmental erosion from tourism activities is of great concern (Middleton 5). The flow of tourists along with the construction of hotels, roads, airports, and other infrastructures resulted in pollution and degradation of nature in these regions.

Although the tourism industry itself is not based on extraction of natural resources, it can involve an exploitative process (Prosser 23). A product cycle of tourism resembles one of fashion industries. A destination is discovered, becomes popular, experiences a boom, becomes saturated, and then less attractive, and eventually fades out. The question remains, is there a future in this industry?

### **Alternative Tourism**

In response to these negative impacts, alternative forms of tourism have been introduced. These are variously referred to as "ecotourism," "cultural tourism," and "sustainable tourism." The Ecotourism Society defines ecotourism as "purposeful travel to natural areas to understand the cultural and natural history of the environment, taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make the conservation of natural resources beneficial to local people" (Middleton 241). Cultural tourism focuses on the heritage and culture of a country and its people, historic sites, traditional architecture, artifacts, events, and cultural attainments in the arts (Gee *et al.* 420). The concept of sustainable tourism comes from the principle of sustainable development, which emphasizes intra-generational and inter-generational equity. Middleton defines sustainable tourism as "achieving a particular combination of numbers and types of visitors, the cumulative effect of whose activities at a given destination, together with the actions of the servicing businesses, can continue into the foreseeable future without damaging the quality of the environment on which the activities are based" (Middleton iv). Ideally, alternative tourism involves protecting both the physical and social/cultural environments, with a consideration of future generations.

However, there are criticisms of this new trend. C. Michael Hall claims that many, often urban, supporters of ecotourism have focused on species preservation at the expense of indigenous peoples and local communities (Hall 153). P. Wight points out that ecotourism has become a "buzzword" to sell a variety of products (Wight 41). Since there are multiple interests involved in the tourism industry, what may appear to be sustainable to one interest group may not

be so to another (Cater 5). Although alternative tourism has controversial aspects, there is a clear shift from mass tourism of the 1970s and 80s to one that is more sensitive to impacts on natural environments and local cultures.

WTO predicts that international tourism will more than double from 664 million tourists in 1999 to 1.6 billion in 2020. China will replace France to be the most visited country in the world (Seal 1,2). In the next few years, the baby boomer generation will reach retirement age. These retired people, with more leisure time and disposable income, are expected to contribute to growth of tourism. There is no doubt that the world's largest industry will continue to expand in the twenty-first century by further diversifying destinations. Thus, its impacts on the global economy and environment will be significant.

## Tourism in Alaska

### Overview

Alaska is now moving from the *emergence* to *growth* phase of tourism development. The tourism industry is the fastest-growing segment of the Alaska economy. The state of Alaska's Division of Tourism<sup>1</sup> estimates that the number of visitors has grown from 50,000 in 1951 to nearly 1.3 million in 1998 ("Alaska: Tourism Industry"). In 1998, each visitor spent approximately \$952 within the state ("Guidelines for Community Tourism Development" 1). Tourism creates over 18,900 jobs and affects additional 9,500 employees, which makes tourism the second largest private employer in Alaska. Tourism currently is the third largest revenue producer for the state, behind the oil and gas and the commercial fishing industries ("Guidelines for Community Tourism Development" 1).

According to the Alaska Visitors Association, 83 percent of visitors to the state are American, ten percent are Canadian, and seven percent are international (Alaska Visitors Association 1). Overall, the share of the international visitors is relatively small. However, its growth rate has been averaging more than 20 percent a year for the past five years; roughly four times the growth of domestic traffic (Alaska Division of Economic Development 3). Of all international visitors, about 60 percent are from Europe, 33 percent are from the Pacific/Asia region, and seven percent from other overseas regions. About half of these visitors fly to Alaska, while one-third arrive by cruise ships. A majority visits during the summer months.

Alaska's top destinations are 1) Inside Passage, 2) Portage Glacier, 3) Mendenhall Glacier, 4) Ketchikan totems, 5) Denali/McKinley (Alaska Visitors Association 2). Six of the top ten destinations are located in southeast Alaska, where the major cruise ships visit. Only three destinations -- University of Alaska Museum, Chena River Trips, and Alaskaland -- are in Interior

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<sup>1</sup> Alaska Division of Tourism was merged into Division of Community and Business Development

Alaska. All three are in the Fairbanks area. The Southeast, Anchorage, Denali, and Fairbanks areas flourish with tourists during the four summer months, from the end of May to the beginning of September.

## **Tourism in Rural Alaska**

Rural Alaskan communities are now beginning to focus on the potential of tourism development. The state of Alaska, in cooperation with Alaska Village Initiatives, the Rural Tourism Center, and Alaska Native Tourism Council, promotes rural tourism development as a community project ("Guidelines for Community Tourism Development" 33). The Division of Tourism held the first Rural Tourism Workshop in Bettles during February 9-11, 2000. It featured the contribution of the individual business to the economy of a community, the National Park Service's role in tourism, Internet marketing, and international markets. Some of the participants saw opportunities of growth in rural tourism, and others pointed out financial difficulties in operating business in a remote environment.

Mark Nuttall gives examples of locally-owned and controlled tour companies in the remote indigenous communities in Alaska: St. Paul Island Tours (Pribilof Islands), Yukon River Tours, and Arctic Village Tours (Nuttall 125, 142-3). St. Paul Island Tours is owned by Tanadgusix Corporation, a for-profit village corporation created under the Alaska Native Claims Settlement Act (ANCSA) (St. Paul Island Tours 1-2). Since the island is habitat for a variety of sea birds and other wildlife, the tour attracts bird watchers and photographers. Yukon River Tours provides a boat trip from the Yukon River Bridge on the Dalton Highway to a fish camp near Stevens Village, a Koyukon Athabascan community. Visitors there learn the subsistence values and practices of Athabascan culture (Yukon River Tours 1-2). Arctic Village Tours, owned by the Native Village of Venetie Tribal Government and village councils, operates year-round tours in Arctic Village and Venetie. The aim of the program is "cultural preservation through cultural presentation." It, too,

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under Department of Community and Economic Development in July 2000.



educates the public about traditional Athabascan ways of life. Arctic Village Tours especially targets the Japanese market and has a web-site in Japanese (Arctic Village Tours 1-5).

Larger communities in the far north, such as Barrow, Nome, and Kotzebue, are also interested in tourism. Northern Alaska Tour Company specializes in tours to these Arctic communities (Northern Alaska Tour Company 1). Warbelow's Air Ventures takes advantage of scheduled mail plane services to villages in the Yukon-Koyukuk region by filling empty seats with tourists. Their best-selling tours fly above the Arctic Circle into Ft. Yukon, where visitors are given a van tour of the village by a Native guide (Warbelow's Air Ventures).

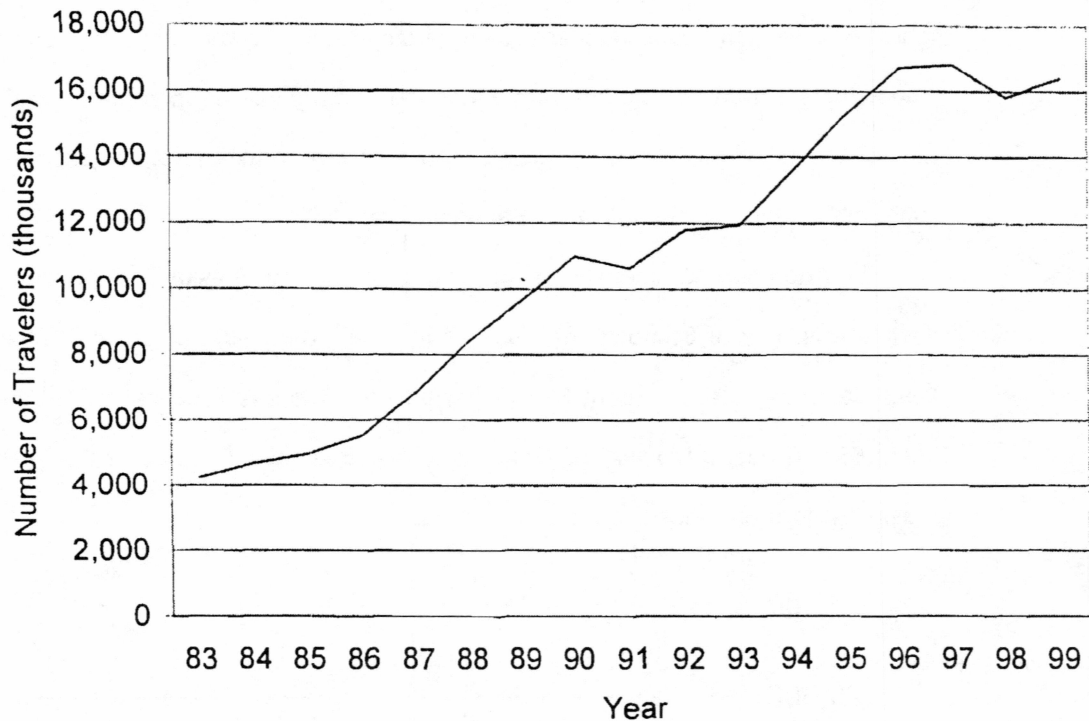
Tourism is a highly competitive industry; thus strategic marketing is a key to thrive in the industry. The quality of the product, of course, is the most important, but pricing, advertising, distribution, and employee training are also significant (Middleton 110). Tourism businesses in rural areas often face difficulties in competing with those in urban areas. The most serious problem is pricing, which tends to be higher than average because of the high cost of transportation and living. Ben Boyd, director of tourism for Arctic Village Tours, believes that many American tourists cannot afford an extra excursion from Fairbanks, which costs a minimum of \$300. At the same time, rural communities are anxious for the international market since the international tourists typically spend more, stay longer, use more expensive transport and accommodations than domestic tourists (Middleton 52).

## **The Japanese Market**

Japan has experienced a dramatic increase in overseas travels in the past 15 years. The number of travelers has grown from four million in 1983 to 16.4 million in 1999 (see Figure 5, Public Information Section of Prime Minister's Office). Due to the recent economic crisis, the number of the overseas travelers decreased by 5.9 percent during 1998, but it is now recovering. The Japan Tourism Bureau (JTB) forecasts that the number will rise to 16.9 million in 2000 (JTB 1-2). Japan spent approximately US\$33 billion in 1999 as international tourism expenditure (WTO



12). It is the world's third largest spender in international tourism following the United States and Germany.



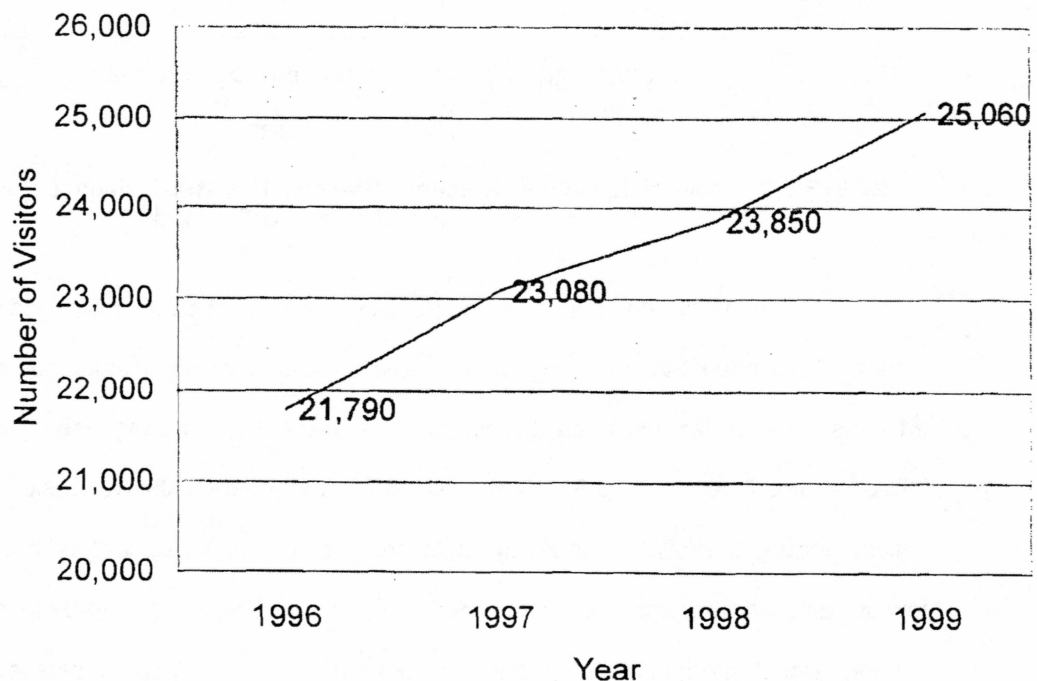
**FIGURE 5.** Number of Japanese Overseas Travelers, 1983-1999. Source: Public Information Section of Prime Minister's Office, 1999.

Out of 16 million Japanese who traveled overseas in 1998, 3.5 million visited the United States. The United States is one of the most popular destination countries among Japanese travelers. Alaska has just been discovered as a destination by Japanese in recent years. Only 25,000 -- or 0.7 percent of 3.5 million -- visited Alaska in 1998 (Alaska Division of Tourism Japan Office). Figure 6 shows an increase in the number of Japanese visitors to Alaska. Japanese tourists play an important role in the tourism industry in the state. The Japanese market is the second largest international segment in Alaska tourism following countries speaking the German language (Alaska Division of Tourism).

The Japanese market is unique in that it is a year-round market. More Japanese tourists visit Alaska during the summer time; however, they make up over 10,000 visits during the winter

months (see Figure 7). Japanese visitors made up 35.6 percent (11,225) of the overall vacation/pleasure visitors (31,500) to the state from October 1998 to April 1999 (McDowell Group, Inc. 3). Japanese tourists in winter come to Interior Alaska primarily to observe northern lights. Khavanskaya and Milner's study from 1998 showed that 96 percent of Japanese respondents answered that the aurora was the primary reason to come to Fairbanks during the winter (Khavanskaya & Milner 4). The Japanese winter market is very important for the state and especially for the businesses in the Fairbanks area.

Another characteristic of Japanese visitors to Alaska is that they spend more in destinations. Figure 8 shows the average in-state expenditure of Japanese visitors in summer 1993. Japanese visitors spent \$1,552 per person, whereas Americans from the western states spent \$576 (Alaska Division of Community and Business Development, General Summary of Alaska Visitors Statistics Program 3).



**FIGURE 6.** Number of Japanese Visitors to Alaska by Year, 1996-1999.  
Source: State of Alaska Japan Office, 2000.

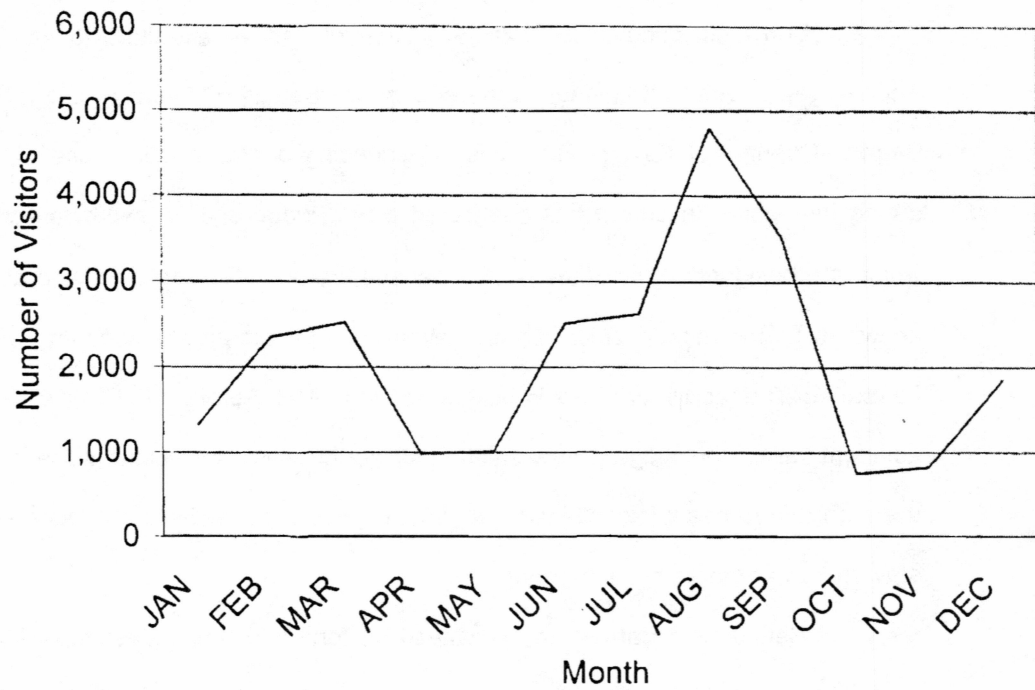


FIGURE 7. Number of Japanese Visitors to Alaska by Month, 1999.  
Source: State of Alaska Japan Office, 2000.

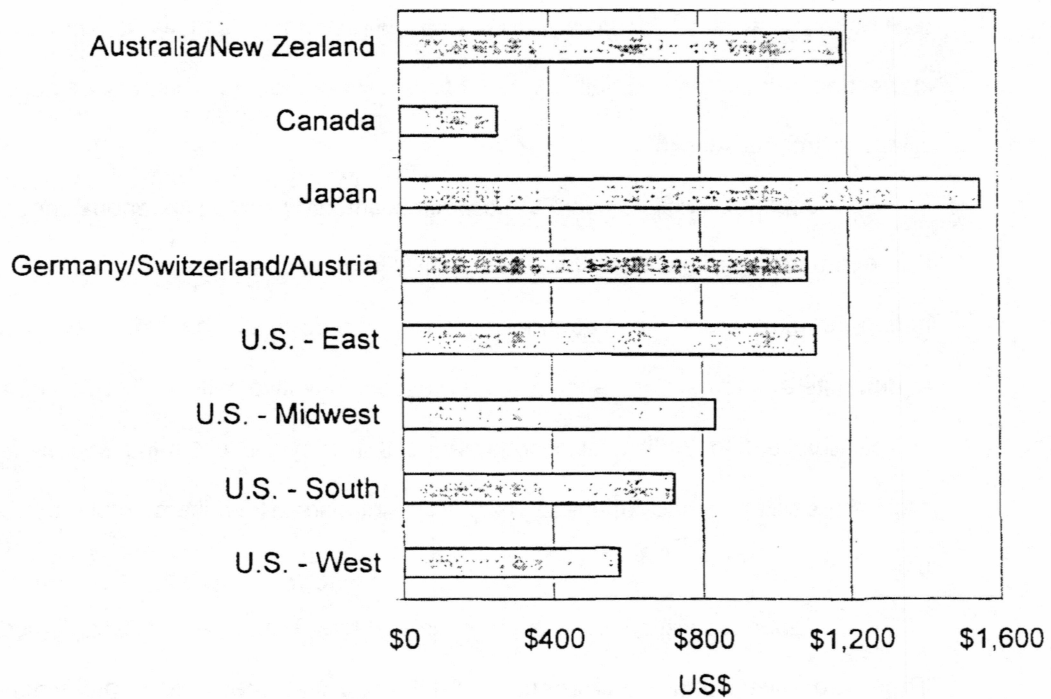


FIGURE 8. In-state Expenditures per Person-per Trip by Origin, Summer 1993.  
Source: Alaska Dept. of Community and Economic Development, 2000.

The most popular destinations for winter Japanese visitors to Alaska are Fairbanks, Anchorage, Chena Hot Springs, Cleary Summit, Bettles, Chatanika, Circle Hot Springs, and Barrow. Chena Hot Springs Resort is experiencing a dramatic increase of Japanese visitors during the winter season. It has completed a new lodge and an expanded outside "rock pool," which are designed to meet needs of Japanese visitors. Mt. Aurora Skiland at Cleary Summit is known to be the most popular spot to view northern lights among Japanese visitors who stay in Fairbanks. The facility for skiers is built on the top of Mt. Aurora and has a panoramic view of the adjacent valley. The lodge is very suitable for northern lights watching since visitors can observe the aurora from heated space inside. Visitors usually arrive at Skiland around eleven at night and stay until two or three in the morning.

Bettles and Barrow are Japanese visitors' two major destinations located in the far north. Japanese people are attracted to Barrow, the northern-most community in North America, because they are interested in experiencing a long, cold, and dark winter in the Arctic. The Arctic Ocean is another attraction at Barrow. As described below, Bettles Lodge is an emerging destination for winter Japanese visitors, especially northern lights watchers and adventurers. The lodge accommodates a small number of visitors and offers a variety of activities in a remote village in Interior Alaska.

Japanese visitors seem to be well accepted by some indigenous communities in Alaska. For example, Arctic Village Tours especially targets the Japanese market because Gwich'in Indian people prefer to have Japanese visitors than domestic tourists. They find Japanese people to be polite and to have more interest and respect in Native culture. People in Evansville, a Native village adjacent to Bettles, also commented that they did not mind Japanese tourists walking around the village since Japanese visitors did not disrupt their life as much as some other tourists did.

Japanese visitors usually work through tour agents to book accommodations and tours. There are several major tour agents in Anchorage who specialize in promotion of the Japanese market: America & Pacific Tours (A&P), AIE, Alaska Network Tours, and HAI Shirokuma Tours. All

these agents have offices in Anchorage, but some operate winter tours out of Fairbanks. Besides having clients from direct booking, these companies also receive clients from tour agents or wholesalers in Japan. The Japan Tourism Bureau (JTB) and Kinki Nippon Tourists (KNT) are the top tour companies that deal with both domestic and international tours. In order to attract Japanese travelers to a destination, it is important for a local tourist business to establish connections with these Japanese tour agents.

Tourism is a business of hospitality. A host needs to know visitors' profiles and interests to fulfill their expectations. Expectations of international visitors are likely to be different from ones of domestic travelers. Visitor surveys are useful to identify these issues. The next chapter will focus on the Japanese visitor survey, which was conducted at Bettles Lodge from January to April of 2000.

## Japanese Visitor Survey: Bettles Lodge

### Previous Studies about Japanese Visitors

Several studies about Japanese visitors to Alaska were conducted in the past four years. The studies found that Japanese visitors were primarily female, well educated, possessing a good income, and traveling on a package tour. Northern lights were the major attraction for these visitors.

The first study of Japanese visitors was conducted by Rumiko Tachibana during the summer of 1996. It was a project of the Alaska Institute of Tourism's International Tourism Program at the University of Alaska Fairbanks (Tachibana *et al.* 1). The survey was largely conducted on board ship with Phillip's Cruises and Tours in Prince William Sound. The study identified a "typical" visitor on the cruise ship: married, female, in her 40's, white collar, educated, possessing a good income, and traveling in a package tour (Tachibana *et al.* 1). Other interesting findings from this summer Japanese visitor study include visitors' images of Alaska before traveling to the state. Surprisingly, they imagined that Alaska in summer was a place to view northern lights (48.8 percent). The image of northern lights declined significantly after their visits to Alaska since the northern lights were not visible in the summertime.

In the winter of 1996, as a complement to the summer survey, researchers conducted a Japanese visitor survey in Fairbanks and the surrounding area (Hiser *et al.* 1). The study showed that – like summer visitors – those visiting in winter was single, female, in mid 30's, white collar/clerical, educated, possessing a good income, and traveling on a package tour. The difference between the summer and winter visitors was age: the winter visitor was younger than the summer. And, like other respondents, ninety percent of the respondents imagined Alaska as primarily a place to view northern lights.

Khavanskaya and Milner's study on the Japanese visitors during the winter of 1998 in Fairbanks also showed that northern lights are the primary attraction to Japanese tourists

(Khavanskaya & Milner 4). The majority of visitors stayed in Alaska between four and five days. Study results indicated that Alaska, overall, met expectations of Japanese visitors. However, there were two areas that needed improvement: food and sightseeing in terms of monetary value. Some visitors thought that the meals were too large in quantity. Others thought that downtown Fairbanks had too few selections of restaurants. Thirty-eight percent of the respondents answered that Fairbanks seem to have somewhat higher prices than other vacation destinations.

### **Purpose of this Research**

Previous studies cited above were conducted in Southcentral Alaska and the Fairbanks area. No surveys have been done at rural destinations in Interior Alaska. This is the first study of Japanese winter tourism to be conducted in rural Alaska. Its purpose is to gain a better understanding of the interests of Japanese visitors to rural communities in Alaska, and to explore potentials for tourism development in these communities.

Bettles Lodge was selected among other rural destinations for several reasons. First, Bettles Lodge is emerging as one of the more popular rural destinations among the winter Japanese tourists. Second, and perhaps most important, the owners of the lodge were willing to cooperate with the study.

### **The Community of Bettles**

Bettles is located about 180 air miles and 250 road miles northwest of Fairbanks, 35 miles above the Arctic Circle. The thirty-five residents of Bettles are primarily non-Native. The community is adjacent to a predominantly Native village, Evansville, inhabited by Athabascan and Eskimo people. The combined population of Bettles/Evansville was about seventy in 1999 (Alaska Department of Community and Economic Development (DCED) 1)<sup>2</sup>.

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<sup>2</sup> The detail profile of each communities are found at DCED, "Alaska Community Database" <[http://www.dced.state.ak.us/mra/CF\\_BLOCK.htm](http://www.dced.state.ak.us/mra/CF_BLOCK.htm)>.

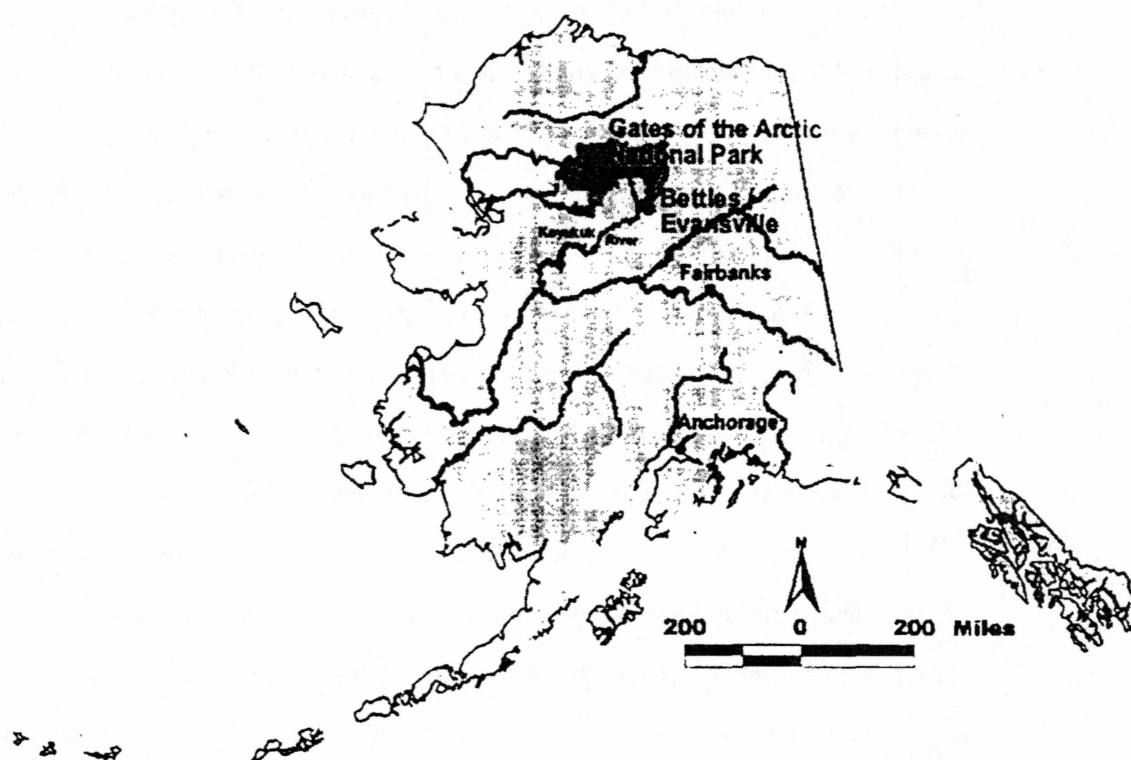


The economy of the area is linked to air transportation, visitor services, and government. Most of the heads of household are employed full-time. The community is accessible by an ice road during winter months, which dramatically reduces the cost of goods and supplies. The Federal Aviation Association (FAA), National Park Service, Bettles School, City government of Bettles, Evansville tribal council, post office, general store, and lodging are the main employment opportunities on a year-round basis. During the summer, the U.S. Department of Interior, Bureau of Land Management's fire fighting station provides seasonal employment, as does tourist guiding (DCED 2).

Bettles lies on the edge of Gates of the Arctic National Park and Preserve in the foothills of the Brooks Range (see Figure 9). The Koyukuk River, the second longest river in Alaska, runs just east of Bettles. The area experiences a long severe winter. Snow falls eight or nine months of the year, averaging 60 to 80 inches. The average maximum and minimum temperatures in January are -10°F and -30°F, respectively. The area has a relatively short, cool summer with continuous sunlight for at least 30 days. The average maximum and minimum temperature during July are 70°F and 46°F, respectively. (NPS 1).

Several groups of Native people have lived in the Bettles/upper Koyukok area for thousands of years, including Koyukon and Gwich'in Athabascans and Kobuk, Selawik, and Nunamiut Eskimos (NPS 8-10). Principal Native activities within the area are hunting and fishing, which follow the seasonal availability of wildlife and fish. Trading among these Native groups allows cultural exchanges between groups and the exchange of inland and coastal products, particularly caribou and seal oil. Over time, boundaries between the territories of Indians and Eskimos were modified periodically when game concentrations shifted and due to inter-tribal conflicts (NPS 10). Today, communities like Bettles/Evansville have a mixed population of Indians, Eskimos, and non-Natives. According to the 1999 count by DCED, the proportion of the population of Bettles/Evansville is 25 percent Indians, 15 percent Eskimos, and 60 percent Caucasians.





**FIGURE 9.** Map of Bettles/Evansville and Gates of the Arctic NP.  
Source: National Park Service.

"Old Bettles," located seven miles down river from the present community, was named in the late 19<sup>th</sup> century for Gordon Bettles. He opened a trading post during the 1898-99 gold rush in the upper Koyukuk region (DCED, "Bettles" 1; William E. Brown 161<sup>3</sup>). Old Bettles was the northern terminal of the Koyukuk River barge line, and a post office operated there from 1901 to 1956 (DCED, "Bettles" 1).

In the 1940s, residents moved from Old Bettles to a new site, also known as Bettles Field<sup>4</sup>. The Federal Aviation Association (FAA) constructed an airfield and communications installation at the present site of Bettles during 1948, and the U.S. Navy used these facilities as a

<sup>3</sup> The detail history of the region can be found in William E. Brown's Gaunt Beauty...Tenuous Life: Historic Resource Study, Gates of the Arctic National Park and Preserve from National Park Service.

<sup>4</sup> The U.S. Postal Service in the area is called "Bettles Field," which serves for both communities, Bettles and Evansville. In this paper, "Bettles" refers the city of Bettles.

support base for exploring National Petroleum Reserve 4 (DCED, "Bettles" 1). Work opportunities at Bettles Field attracted both Natives and non-Natives to the new airfield. An adjacent Native village, Evansville, grew up at the north end of the runway (Brown 582).

In 1980, the U.S. Congress passed the Alaska National Interest Lands Conservation Act (ANILCA), which established 106 million acres of new conservation units in Alaska (Williams 591). Eight million acres of lands were set aside as Gates of the Arctic National Park and Preserve. Today, the National Park Service's ranger station is located at Bettles. The rangers provides services for about 8,000 visitors year-round (NPS "Quick Facts"). The U.S. Fish and Wildlife Service also manages the adjacent Kanuti National Wildlife Refuge.

Bettles Lodge was the first building to be constructed at new Bettles. Richard Wien of Wien Airlines contracted local residents Andy and Hannah Anderson to build the lodge in the late 1940s (Bettles School "History Project;" Bettles Lodge and Bettles Air Service 1). Wien Airlines, established by pioneer pilot Noel Wien, constructed several "Wien lodges" around the state, and Bettles Lodge was the first to be constructed. The National Park Service recognized its historical importance by placing it on their National Register of Historic Places in 1995 (NPS, "National Register of Historic Places;" Bettles Lodge and Bettles Air Service 1). Over time, the lodge served a large variety of clientele, ranging from geologists and oil company personnel to hunters and backcountry travelers (Bettles Lodge "Business Plan" 1).

The present owners, Dan and Lynda Klaes, purchased the lodge in 1982. They also owns Bettles Air Service, which provides flight service into the Brooks Range. Bettles Lodge consists of two main buildings -- the lodge itself (see Figure 10) and the Aurora Lodge (see Figure 11&12) -- and employee housing. Total guest capacity of the two buildings is about 36. The lodge has a full service restaurant, package liquor store, full bar license, and gift shop. Bettles Lodge employs one cook, one full-time office assistant/maid, one office manager, two full-time outside/support employees, and one pilot in addition to the owner.



FIGURE 10. Bettles Lodge<sup>5</sup>



FIGURE 11. Lobby Area of Aurora Lodge



FIGURE 12. Two-bed Room of Aurora Lodge

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<sup>5</sup> All photographs in this paper are used by permission.

Bettles Lodge is operated year-round to serve a variety of clientele. During the summer season, it offers float trips, backpacking, and fishing in the park. Summer visitors are primarily young to middle-age adventure travelers; sixty percent are from the United States, thirty percent from Europe, and ten percent from other countries (Bettles Lodge "Business Plan" 3). On the other hand, 80 percent of their winter guests are from Japan and 20 percent from the United States and other countries. The construction of a new facility, the Aurora Lodge, in 1994 made it possible to expand lodge business into winter tourism. During the winter season, Bettles Lodge offers Arctic Circle Tours, which is a day trip from Fairbanks to Bettles, flight seeing in the Brooks Range, and dog sledding adventures. As of the spring of 2000, the price for day tour is \$365 per person, which includes transportation between Fairbanks and Bettles, lunch, Eskimo village tour, 30-minute dog sled ride, and a certificate of crossing the Arctic Circle. Overnight tour starts from \$422 per person with day tour activities and room and board. The owners view their venture into the Japanese market as very successful, with an annual growth rate of one hundred percent in recent years (Bettles Lodge "Business Plan" 2).

The reputation of Bettles Lodge among Japanese tour companies and agents is favorable. *Globe Trotter: Alaska*, the best selling travel guide in Japan, features Bettles Lodge as one of the best spots to observe northern lights (*Globe Trotter* 204). Bettles Lodge hires Japanese employees to help with customer services and to develop brochures in Japanese. Having a Japanese employee on-site makes a significant difference in marketing, since most of the Japanese travelers do not speak English well.

## **Research Methods**

The lodge owners agreed to conduct a Japanese visitor survey at their lodge in November 1999. They distributed and collected survey forms from their customers during the winter tour operation in 2000. Since it was the peak season for the winter Japanese visits, the

survey was scheduled from the end of January to the end of March 2000<sup>6</sup>. The owners estimated that they would have around 200 to 300 Japanese visitors during the period. Thus the goal of the study was to collect 150 to 200 survey forms, or at least 70 percent of all visitors.

A questionnaire was developed as a survey instrument. It was structured in the Japanese language to avoid any problems caused from translation. It was then translated into English in consultation with Dr. Richard Caulfield (Alaska Native and Rural Development, UAF), Dr. Laura Milner (School of Management, UAF), Prof. Bernice Joseph (Alaska Native and Rural Development, UAF), and Lynda Klaes (Bettles Lodge). The Japanese version of the survey was reviewed by Rumiko Tachibana (UAF graduate, Northern Studies M.A.), Taro Kanazawa (UAF graduate, Rural Development B.A.), Masa Ando (the owner of HAI Shirokuma Tours), and Hiroko Yamaguchi (Bettles Lodge). The survey was pre-tested with seven Japanese students who have visited or stayed in Alaska. The proposal for conducting a visitor survey was approved by the UAF Institutional Review Board – Human Subjects Committee in December 1999.

The questionnaire consisted of four pages: a cover sheet, questions about the Bettles Lodge visit, questions about the Alaska visit, and demographic questions and comments. The cover sheet explained the purpose of the survey, brief instructions, and the researcher's contact phone number and e-mail address. The first part asked visitors: 1) the date of the visit, 2) previous visits to Bettles, 3) alternative destinations beyond Bettles, 4) degrees of interests in each activity in Bettles (aurora observation, dog sledding, show machining, etc.), 5) sources of information about Bettles, 6) the booking style (through travel agents or direct booking) and the booking means (phone, fax, postal mail, or e-mail), 7) evaluations on each activity in Bettles, 8) suggestions of improvement, and finally 9) the possibility of revisiting Alaska (when, where, and with whom).

The second part of the questionnaire focused on the Alaska visit. Questions included: 1) previous visits to Alaska, 2) degrees of influence affected by each category to visit Alaska

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<sup>6</sup> The data were collected through the end of the season: the last visitation was on April 6.

(friends/relatives, TV program, travel books, etc), 3) sources of information about Alaska, 4) Internet preferences for web-sites (Japanese/English) and search engines, 5) how many months they planned, 6) party size, 7) travel partners (friends or family/relatives), 8) length of stay in Alaska, 9) major destinations visited in Alaska, 10) alternative destination countries beyond Alaska, 11) travel expenses, and 12) the itinerary types (totally packaged, partially packaged, or free).

Demographic questions included sex, age, marital status, children, address, the employment status, the highest education level, and the past five years of travel experiences. The right half of the final page was left blank for participants to add any comments.

A hundred copies of the survey were mailed to Bettles at the end of January 2000. The owners and staff distributed them on each guest's arrival and collected them before their departure. Respondents received a UAF postcard as a small gift. It was a very fortunate that there was a Japanese employee, Hiroko Yamaguchi, on-site since she encouraged visitors to fill out the questionnaire by explaining the purpose of the study in her mother tongue.

## **Results**

A total of 178 Japanese customers visited Bettles Lodge between November of 1999 and April of 2000. The data were collected from January 19, 2000 to April 6, 2000. During the period, 163 copies of questionnaires were distributed to the Japanese visitors by the Bettles Lodge owners and their employees. The total number of questionnaires collected during this period was 141. The overall respondent rate was 86.5 percent. One hundred and forty-one respondents represent 79 percent of the 178 visitors to Bettles Lodge (see Table 1).

**TABLE 1.** Sample Size and Response Rate

Total Japanese visitors to Bettles Lodge (Nov. 99 – Apr. '00)	178
Surveys distributed (Jan. 19 – Apr. 6 '00)	163
Surveys collected (Jan. 19 – Apr. 6 '00)	141
Response rate	86.5%
Representation rate to the total Japanese visitors	79%

#### ▪ Profile of Survey Respondents

More female visitors than male visited Bettles Lodge during the survey period. Out of 141 respondents, 74 percent were women, 26 percent were men, and two percent did not answer. There was no significant difference in sex composition by travel types (group vs. individual)<sup>7</sup>.

On the survey form, the age category was divided into seven groups, from "18 years or younger" up to "61 years or older." As it turned out, the highest percentage of respondents were those over 61 years<sup>8</sup> (31 percent), followed by those between 32 and 40 years (20 percent), 18 and 25 years (16 percent), and 26 and 31 years (15 percent). Figure 13 shows the distribution of age groups by sex. Sixty-one years or older women made up the largest proportion of all respondents. The largest category for men was between 41 and 50 years.

<sup>7</sup> In this report, "group" travelers refer respondents who were traveling with a group of six or more, whereas "Individual" travelers refer ones who were traveling in a party of five or less people. These two categories were identified by a combination of the arrival and departure date and major destinations visited during the Alaska visit. Five major groups visited Bettles Lodge during the survey period. There were two groups of eighteen people and groups of nine, seven, and six. A total of fifty-eight group travelers represent 41 percent of overall respondents.

<sup>8</sup> From the previous studies upon Japanese winter visitors, the researcher expected the average age to be in 20s and 30s. Thus a category "61 years or older" was set as the highest of the age category. Some respondents specified their ages to be over 70 years. In hindsight, the category should have been divided into "between 61 and 70 years" and "71 years or older," to get more accurate results.



Figure 14 shows the distribution of age groups by group travelers and individual travelers. There are significant differences between these two variables, a point that will be discussed further below. The majority of group travelers were 61 years or older (70 percent). On the other hand, the average individual travelers were between 32 and 40 years (35 percent).

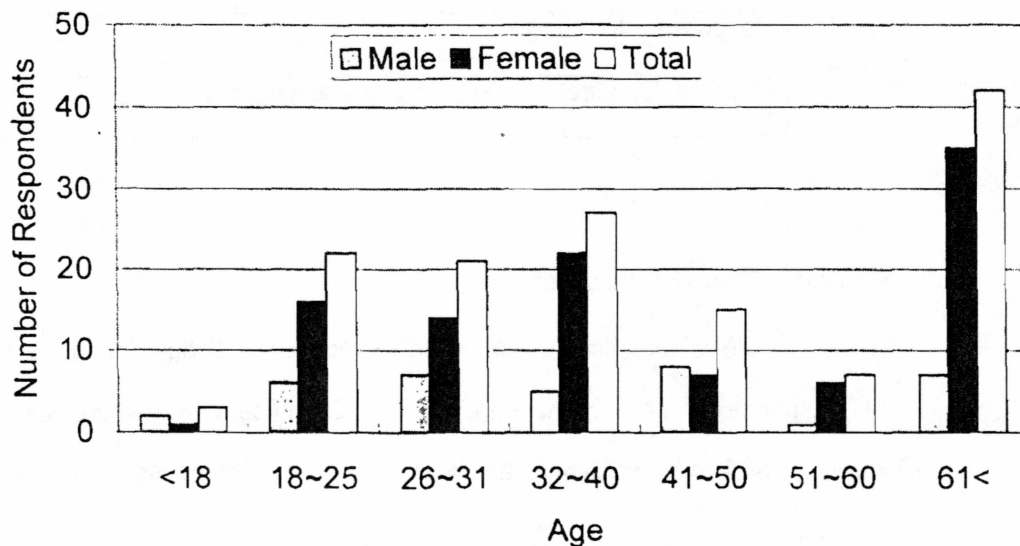


FIGURE 13. Age Distribution by Sex

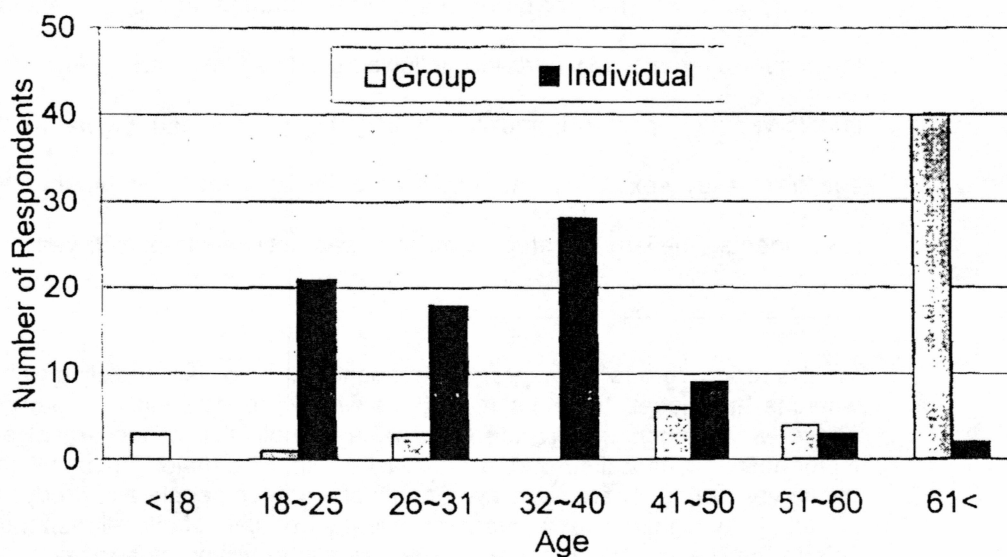


FIGURE 14. Age Distribution by Travel Types



Respondents were asked if they were married or not<sup>9</sup>. Forty-seven percent of the respondents were married. Figure 15 shows the distribution of marital status by travel types. Thirty percent of individual travelers were married, and 72 percent of group travelers were married. The participants were then asked if they had children or not<sup>10</sup>. Seventy-three percent of all respondents (both married and unmarried) answered that they had no children. Fifty-four percent of married visitors had children.

Figure 16 shows where the visitors came from in Japan. The majority of visitors were from the Tokyo area<sup>11</sup> (63 percent), followed by the Osaka area (13 percent), Kyushu<sup>12</sup> (7 percent), and Hokkaido (five percent).

More than half of the respondents were employed full-time (56 percent). Twenty-one percent of them referred themselves as housewives, 12 percent were students, and 7 percent were unemployed<sup>13</sup>. Out of the 76 employed respondents, 51 percent were office workers, 14 percent self-employed, and another 14 percent were nurses or jobs related to medical care. Figure 17 shows the distribution of employment status by group travelers and individual travelers. The average group travelers are housewives (43 percent), while the majority of individual travelers are full-time workers (71 percent).

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<sup>9</sup> The researcher did not create categories such as divorced, single, remarried, etc, since such clarification is considered private and highly sensitive in Japan.

<sup>10</sup> The question simply asked, "Do you have children? – Yes or No." There is a possibility that older respondent who have children but not at home could have answered either way.

<sup>11</sup> All prefectures that are in the Kanto region were included in the Tokyo area.

<sup>12</sup> Kyushu is the southern island of Japan. Hokkaido is the northern island of Japan.

<sup>13</sup> From the previous studies upon Japanese visitors, the researcher did not expect to have many retired people. Thus, the category, "retired" was not created in the selection of employment status. It seems like some respondents got confused if they should refer themselves as former job titles (e.g. full-time, white collar) unemployed, or There were two categories, "unemployed" and "others" that would have applied to the retired. Thus, the researcher could not get the most accurate result on the percentage of retired population.

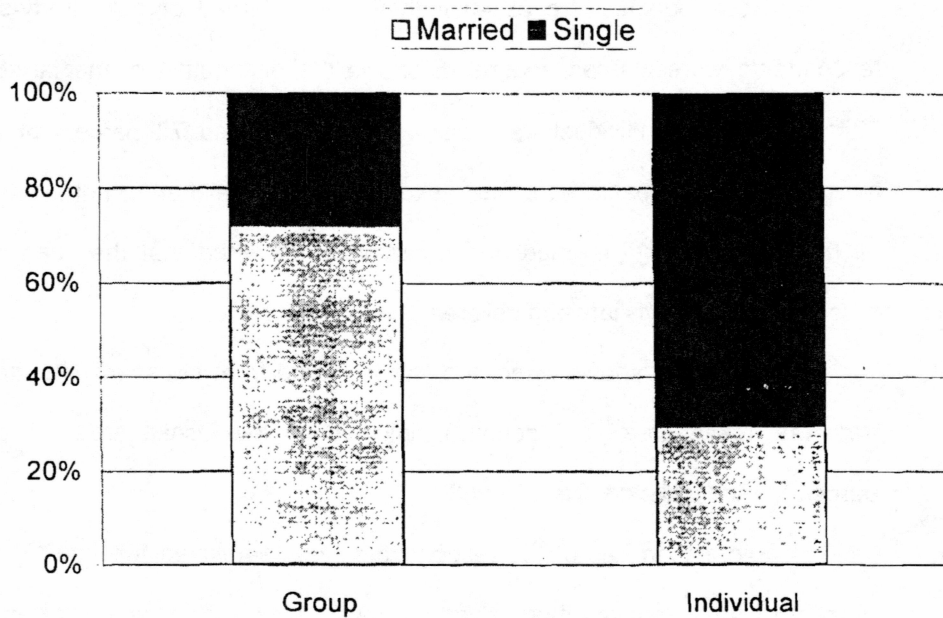


FIGURE 15. Marital Status by Travel Types

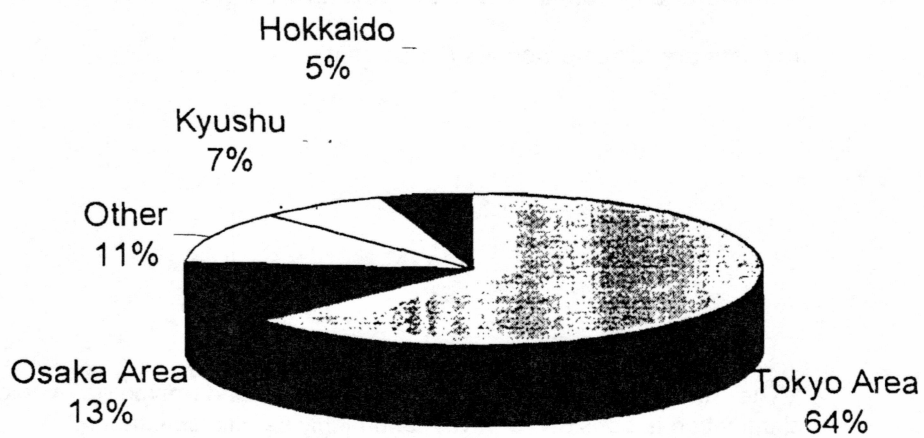
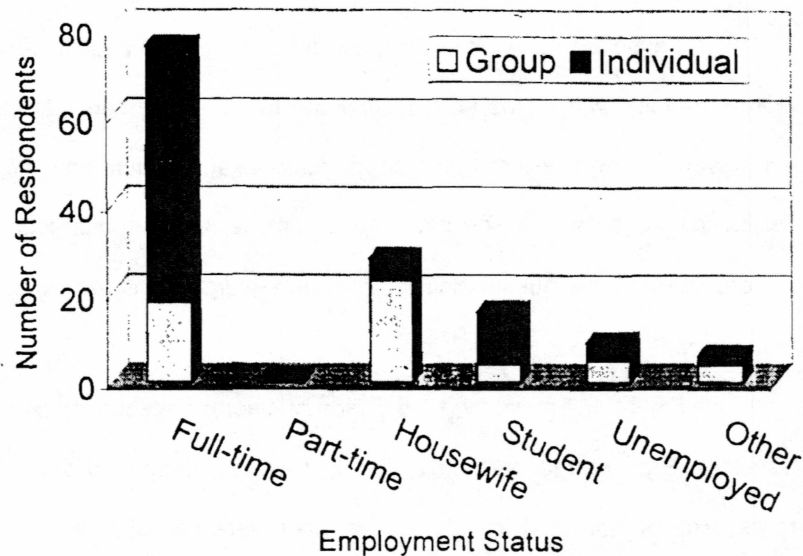


FIGURE 16. Home Regions of Respondents



**FIGURE 17.** Employment Status by Travel Types

The majority of visitors had some kind of college education. Thirty-eight percent of them had been to four-year college, 28 percent to some other college, and 25 percent to high school<sup>14</sup>. Almost half of individual tourists had a four-year college education (48 percent), whereas only 23 percent of group tourists did.

Respondents had extensive experience in world traveling. Ninety-two percent of the respondents had traveled abroad at least once for pleasure trips in the past five years. They traveled the average of 4.6 times during the period. Their destinations covered all seven continents, from well-known destinations such as Hawaii, Los Angeles, and Europe, to the most exotic ones like Libya, Nepal and Cambodia. It appears that group tourists had even more extensive and frequent travel experiences than individual travelers.

<sup>14</sup> The question asked participants the highest education level. However, the presently enrolled college student could have been confused and chosen "college," instead of "high school."

### ▪ Travel Itinerary and Expenses

Respondents were asked to describe their travel itineraries. Three-quarters of the visitors traveled with some sort of package tours (75 percent). Thirty-eight percent of them had purchased totally pre-arranged/scheduled package tours, and 37 percent had bought more flexible package tours which included air tickets, accommodations, and optional tours. Twenty-three percent of the guests claimed that they were free independent travelers, who arranged all tour itineraries by themselves<sup>15</sup>.

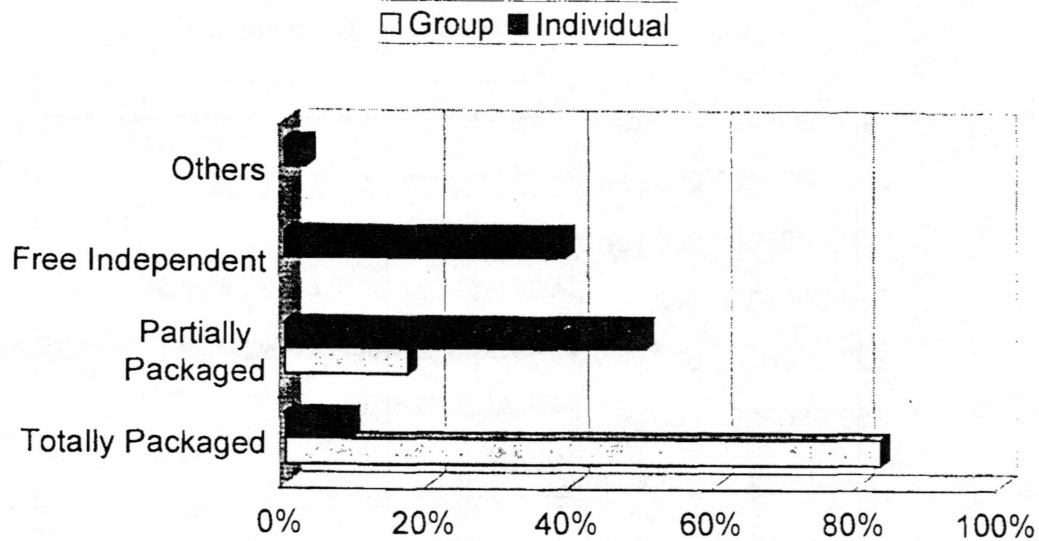
Figure 18 shows the distribution of itinerary description by group travelers and individual travelers. Eighty-three percent of group travelers described their itinerary as totally packaged tours. Half of individual travelers' itineraries were partially packaged and 39 percent were free independent travelers.

Respondents were asked how many people there were in their immediate party including themselves<sup>16</sup>. The most common numbers of people in the party was two (35 percent), followed by seven or more (26 percent), one (15 percent), and three (13 percent). The researcher asked those who had travel partners to specify with whom they were traveling (friends, family/relatives, or others). About half of them were with friends (54 percent) and 25 percent with family/relatives. Other answers included: boy/girl friends, colleagues, and people in the package tours.

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<sup>15</sup> There are several definitions for independent travelers. Alaska Division of Tourism defines independent travelers as "unescorted tour sold through agents to individuals." For one price, the client receives air travel, accommodation, attraction admissions and typically, car. A term "FIT (Foreign Independent Tour)" is also used to refer this group's itinerary. Gee *et al* adds "some suppliers refer to FIT as free and independent travelers to denote travelers who have made independent arrangements." (423) In this study, a term "free independent travelers" is used to refer ones that arranged all tour itineraries themselves. A term "individual travelers" is used to refer ones that are traveling in a party of five or less people.

<sup>16</sup> There is not an exact translation of "immediate party" in Japanese. Some visitors who were traveling in a large group could have been confused by the question. One who joined the group individually could have answered either way, "one" or "seven or more."



**FIGURE 18.** Itinerary Description by Travel Types

Respondents were asked what their overall travel expenses of the trip were, including airfare. The range of the categories was set from the minimum of "150,000 yen or less" to the maximum of "400,000 yen or more." Between 200,000 and 250,000 yen (US\$ 1,830 to 2,286<sup>17</sup>) was the most common travel expense among the respondents (26 percent). Twenty percent of the visitors spent 250,000 to 300,000 yen (US\$ 2,286 to 2,744), and another 20 percent spent 400,000 yen or more (US\$ 3,658 or more)<sup>18</sup>. The estimated average travel expense of the group was 29,7143 yen (US\$ 2,718)<sup>19</sup>. Figure 19 shows the distribution of travel expenses by group and individual travelers. The average group travelers spent more than 400,000 yen on their trips (46 percent), whereas the average individual travelers spent between 200,000 and 250,000 yen (43 percent). The figure indicates that the groups spend almost double amount of money on the trip than individual travelers.

<sup>17</sup> The average exchange rate of US dollar to Japanese yen in February 2000 was 109.34.

<sup>18</sup> The result showed that the maximum range of the travel cost was underestimated. There should have been additional categories of "400,000~450,000 yen," "450,000~500,000 yen," and "500,000 yen or more" to derive more accurate result.

<sup>19</sup> The average cost could be higher than the figure since 20 % of respondents chose the category of "40,000 yen or more."

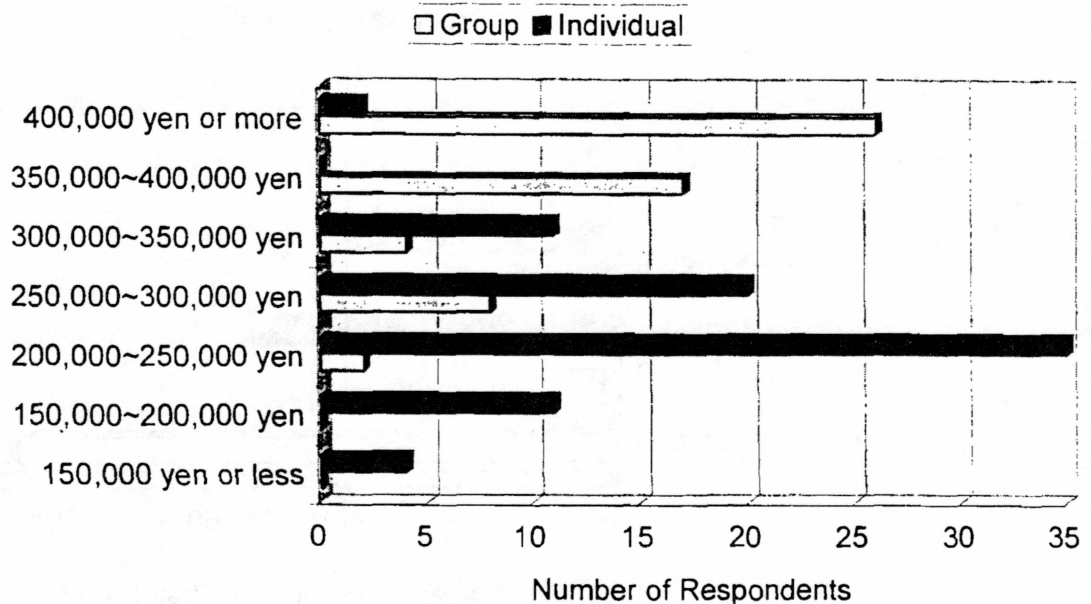


FIGURE 19. Estimated Travel Expenses by Travel Types

- Duration of Visit to Bettles Lodge and Alaska

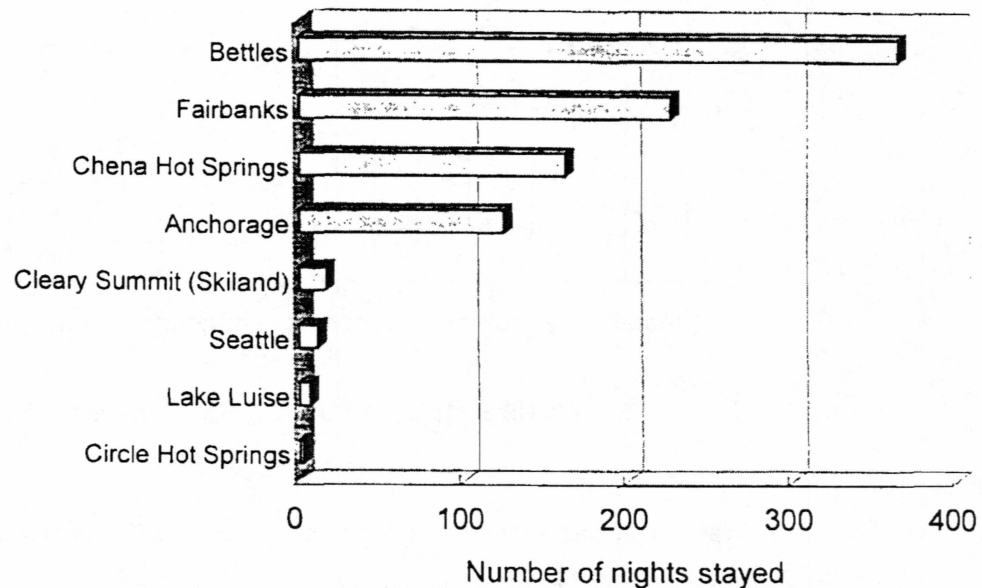
The majority of the 139 respondents were visiting Alaska for the first time (76 percent) and almost all were visiting Bettles Lodge for the first time (96 percent). Among the 31 repeaters to Alaska, the average times of the previous visits were 3.4 times. The visits were concentrated in March (64 percent) and February (31 percent). There was a fewer number of visitors in April (2 percent) and January (5 percent).

Ninety-seven percent of the visitors stayed overnight at Bettles Lodge. Seventy-five percent spent more than two nights, 58 percent spent more than three nights. A few visitors stayed there for more than a week (5 percent). A three-night stay was the most common itinerary (45 percent). The average length of stay at the lodge was 2.65 nights.

Respondents were asked about their length of stay in Alaska. Almost half of respondents (49 percent) stayed seven or more nights in Alaska. The most common length of stay in Alaska was eight nights (34 percent), followed by six nights (26 percent). The average length of stay in the state was 6.64 nights.



Major destinations that respondents visited in Alaska are shown in Figure 20. Bettles, clearly, is the destination attraction for the majority of visitors. Fairbanks received 226 nights, followed by Chena Hot Springs (162 nights), and Anchorage (124 nights).



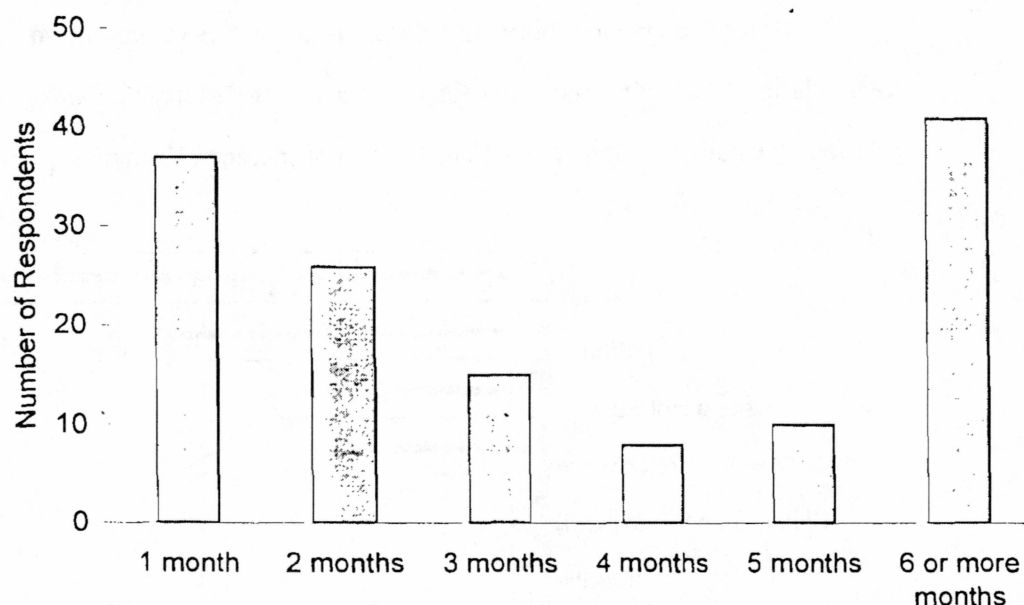
**FIGURE 20.** Visitors' Major Destinations and Nights Stayed

- Travel Planning and Sources of Information

Respondents were asked how many months they spent planning their trip. The selection ranged from "one month or less" up to "six months or more." Figure 21 shows a split in the result. Thirty percent used six or more months in planning, whereas 27 percent used only one month or less<sup>20</sup>. The average respondents spent 3.37 months in planning<sup>21</sup>. The result did not show significant differences between individual and group travelers for this question.

<sup>20</sup> The result showed that the maximum months in planning were underestimated. The range of time period should have been set longer.

<sup>21</sup> The figure is likely being underestimated since there were 30% of the respondents who spent more than 6 months.



**FIGURE 21.** Months Used by Respondents to Plan the Trip

Travel agencies' brochures (28 percent) and *GlobeTrotter: Alaska*<sup>22</sup> (27 percent) were the two major sources of information about Bettles Lodge. Friends and relatives were also an important source (20 percent). Figure 22 shows the differences between group traveler's sources of information and individual traveler's. *Globe Trotter* was the far most important source among individual travelers. Seventy-three percent of overall individual travelers used *Globe Trotter*, however, only sixteen percent of group travelers used it. The majority of group tourists used travel agencies' brochures (61 percent). The Internet and other web-sites were almost exclusively used by individual travelers.

For sources of information about Alaska, friends and relatives (54 percent) greatly exceeded travel agencies' brochures (23 percent) and *Globe Trotter* (22 percent). The State of Alaska's Japan office contributed to six percent of the source total for information about Alaska. Figure 23 shows the differences between group visitors' sources of information and individual

<sup>22</sup> The best-selling travel guidebook in Japan, published by Diamond-Big Co., Ltd.



visitor's. *Globe Trotter* was used by 80 percent of the total individual visitors and 18 percent of the total group visitors. The Internet was the secondary source for individuals (54 percent). Travel agents' brochures (67 percent) and friends and relatives (51 percent) were the major sources for group tourists. The State of Alaska's Japan office, the Internet, and travel agents' web-sites were almost exclusively used by individual travelers.

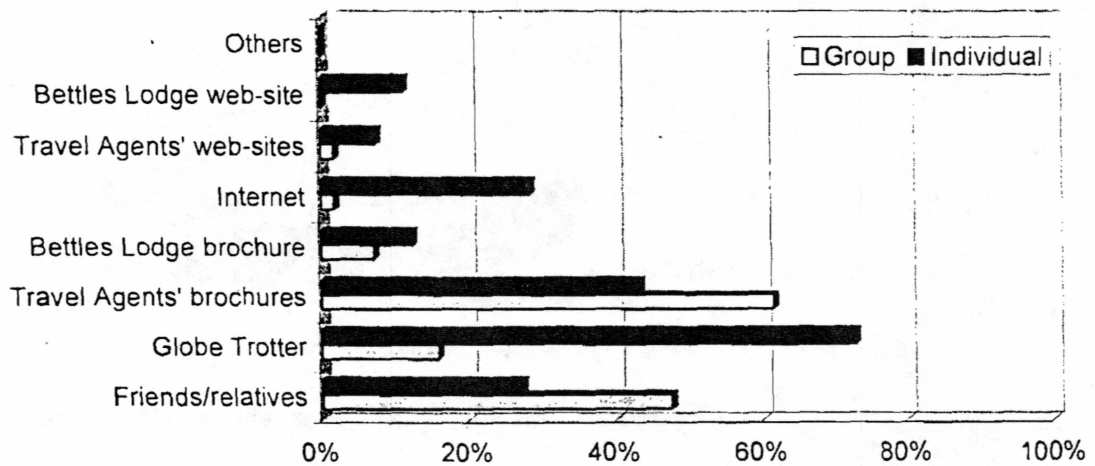


FIGURE 22. Sources of Information about Bettles Lodge

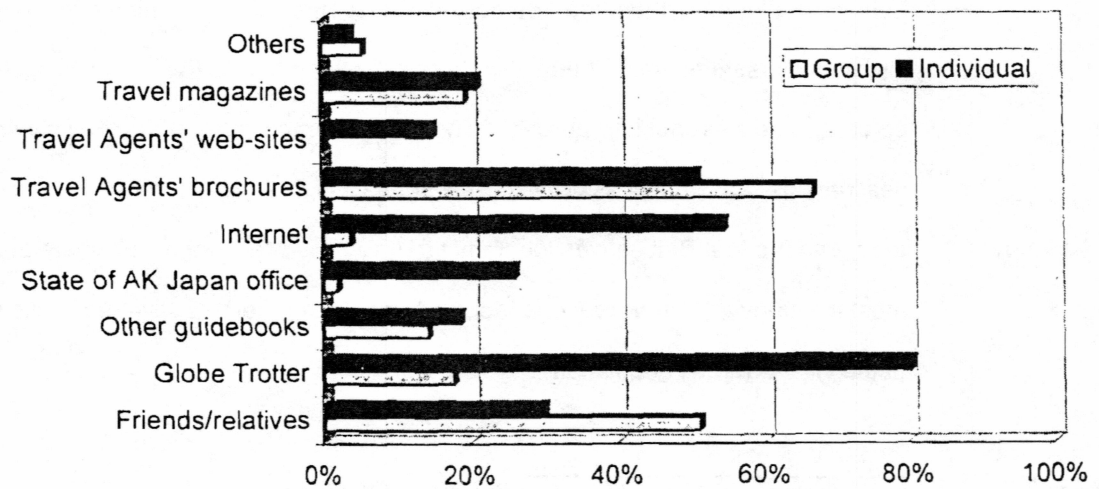
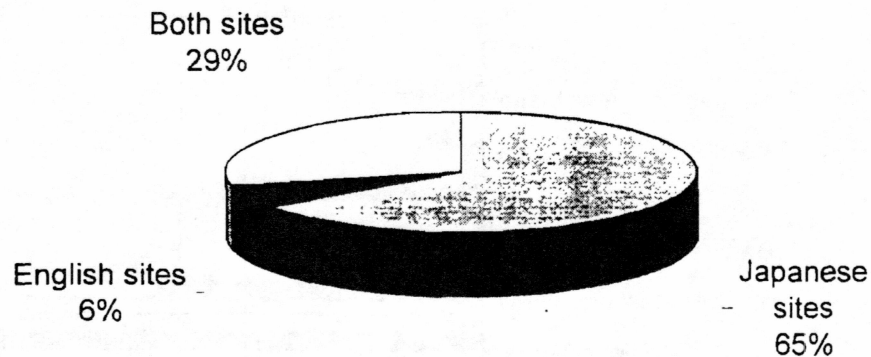


FIGURE 23. Sources of Information about Alaska

The following questions were asked of those who use the Internet to collect information about Alaska: their preferences for sites (Japanese, English, or both) and preferences for Japanese search engines (see Figure 24). Sixty-five percent of the 49 respondents preferred Japanese sites to English sites (6 percent) and 14 percent preferred to use both sites. The most popular Japanese search engine was Yahoo Japan (56 percent), followed by Goo (16 percent), and Infoseek (13 percent).



**FIGURE 24.** Respondents' Preferences for Web-sites

- Alternative Destinations

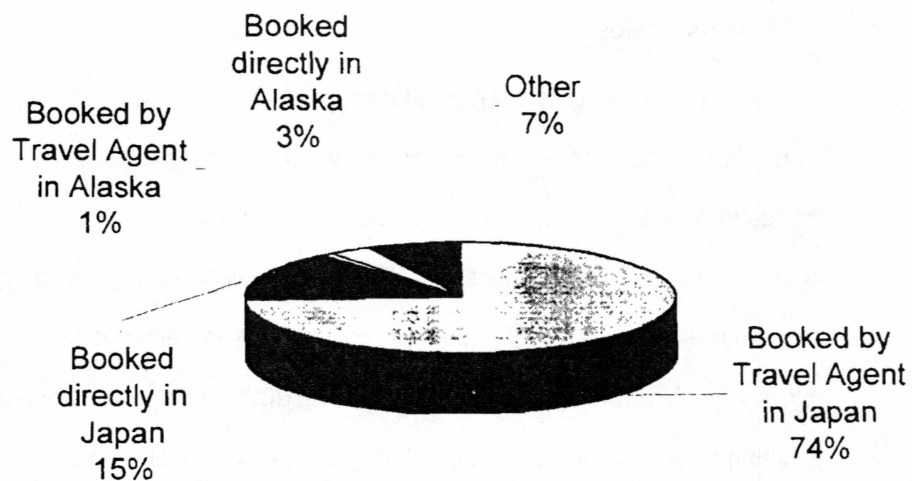
More than half of the visitors (62 percent) did not consider other destinations besides Bettles in planning their trip. Bettles was their first choice. Thirty-eight percent of them had alternative destinations: Chena Hot Springs (52 percent), Barrow (17 percent), Yellowknife (8 percent), and Fairbanks (6 percent). The most common reason that they chose Bettles over other destinations was the possibility to see northern lights (36 percent). Seven visitors specified in their reasons that Bettles was located in the so-called "aurora oval," where aurora activities occur most frequently<sup>23</sup>. Other reasons included its location, being above the Arctic Circle, and the size of the village (small population).

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<sup>23</sup> For further information about the aurora oval, visit the Poker Flat Research Range web-site at <[http:// www.pfrr.alaska.edu/aurora/INDEX.HTM](http://www.pfrr.alaska.edu/aurora/INDEX.HTM)>.

- Means of Booking

Figure 25 shows how the visitors booked tours and rooms at Bettles Lodge. Looking at the difference between direct and indirect booking, booking through tour companies (75 percent) was much more common than direct booking (18 percent). Eighty-nine percent of the respondents made reservations in advance when they were still in Japan, whereas 4 percent booked after they arrived in Alaska. The most common way of booking was to go through travel agencies in Japan (74 percent).



**FIGURE 25.** Ways of Booking the Tour

Among 26 visitors who booked directly with Bettles Lodge, e-mail was the most popular means (73 percent, see Figure 26). The e-mail use overwhelmed the conventional means of communication, such as phone (19 percent), fax (4 percent), and postal mail (4 percent).

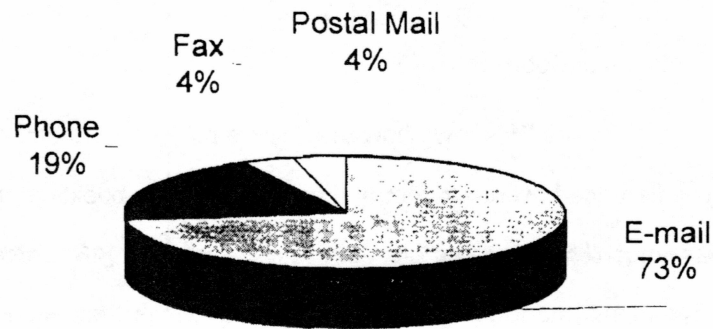


FIGURE 26. Means of Direct Booking

▪ Visitors' Interests

Figure 27 shows what influenced visitors to travel to Alaska. Respondents were asked to rate each given factor from "extremely influential" to "no influence." The researcher applied five points to "extremely influential," four points to "very influential," and so forth. Points were totaled and divided by the number of responses to calculate average. Interests in Aurora was the most influential factor of all (4.8), followed by interests in wilderness/wildlife (3.7), interests in exotic places (3.7), and interests in dog sledding (3.3). Influences from the media were moderate, including travel brochures (3.0), TV programs (3.0), travel magazines (2.9), friends/relatives (2.9), and travel books (2.8). Influences from well-known individuals, such as Michio Hoshino<sup>24</sup> and *The Tale of Alaska's* Frank Yasuda<sup>25</sup>, were relatively minor.

Respondents were also asked to rate their interests in each activity/experience at Bettles Lodge (see Figure 28). Visitors showed the most interest in Aurora observation (4.8), followed by wilderness experiences (4.6), and being north of the Arctic Circle (4.2). Dog sledding, sightseeing flight and Native culture all scored 4.1. Visitors had less interest in snow machining (3.3) and cross-country skiing (2.9).

<sup>24</sup> Michio Hoshino was a Japanese photographer who lived and worked in Alaska. His photographs and essays about Alaska's wildlife and people are well known in the world.

<sup>25</sup> *The Tale of Alaska* is a Japanese novel written by Jiro Nitta. The story tells about Frank Yasuda, a Japanese pioneer who led Eskimos from Barrow to Interior Alaska and established a village of Beaver in the early 1900s.

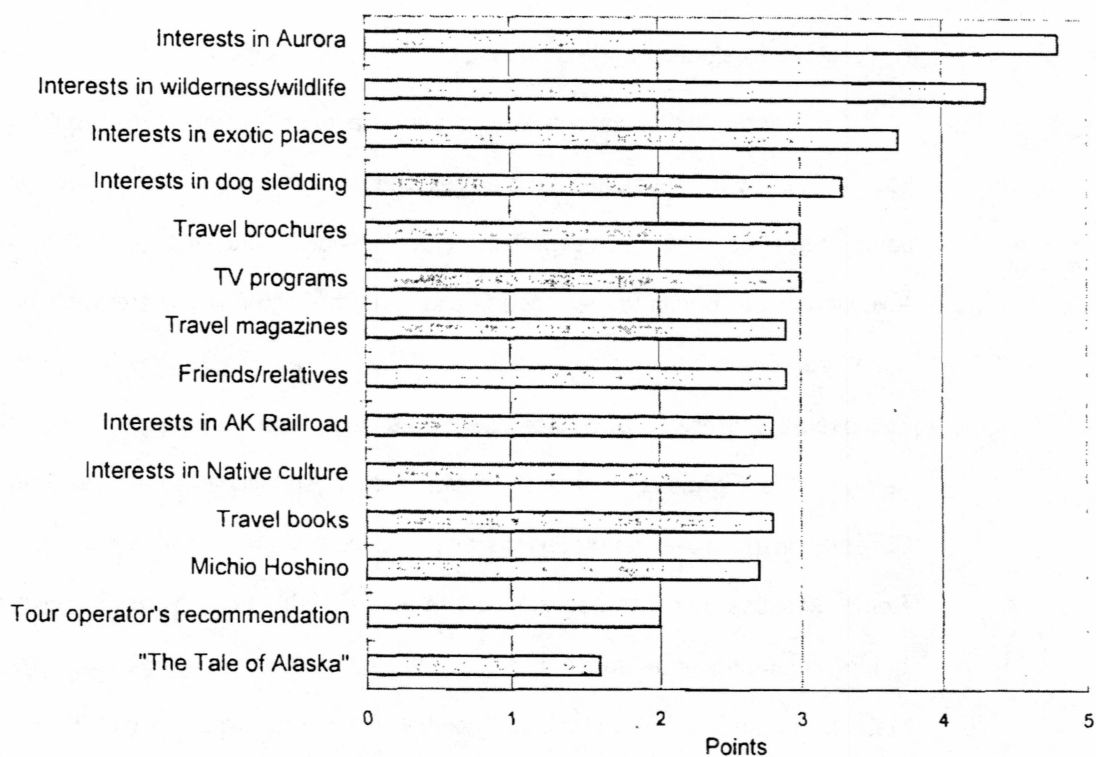


FIGURE 27. What Influenced Respondents to Travel to Alaska

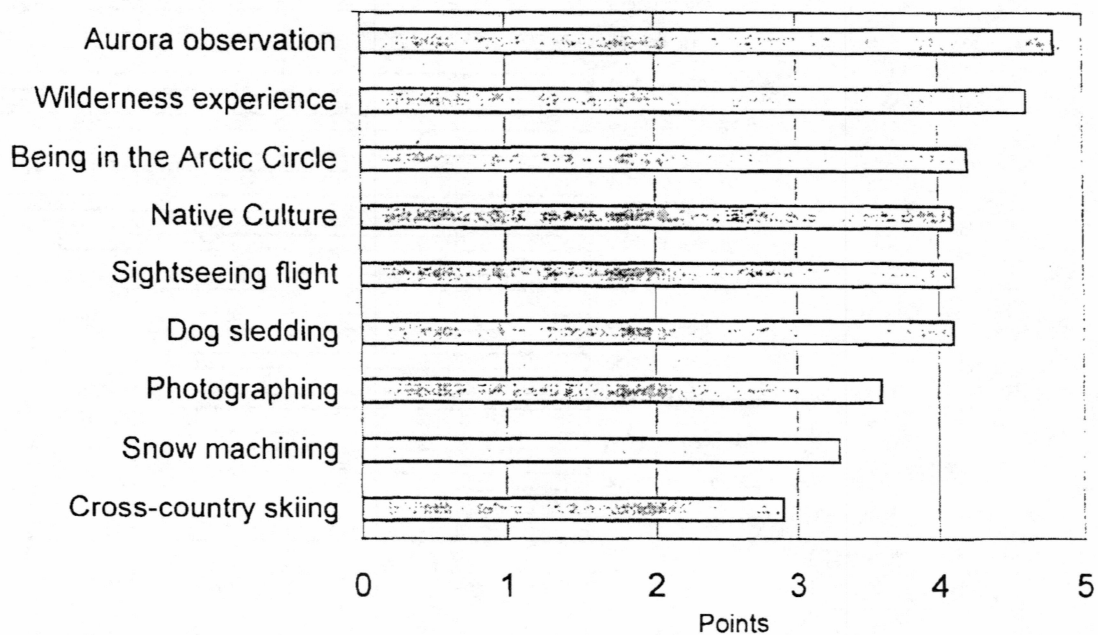


FIGURE 28. Visitors' Interests in Activities

- Visitors' Evaluation of Bettles Lodge

Respondents were asked to evaluate each activity and service provided at Bettles Lodge. They would evaluate each as "excellent," "very good," "fair," "poor," or "very poor." They could also respond "didn't participate/don't know." The researcher applied five points to "excellent," four points to "very good," and so forth. Zero points were applied to the last category: "didn't participate/don't know." Figure 29 shows the average points that each category received. The overall impression of Bettles Lodge was very close to "excellent" (4.6). Natural environment received the highest points (4.7), followed by hospitality (4.5), atmosphere (4.5), and aurora observation (4.3). Accommodations and food service were considered "very good (4.0 each)." Some activities, such as dog sledding (4.0) and sightseeing flight (3.5), were rated higher than others, including snow machining (2.4) and cross-country skiing (0.8). The areas rated poorly were communicating with locals (2.7) and Native culture experience (1.3).

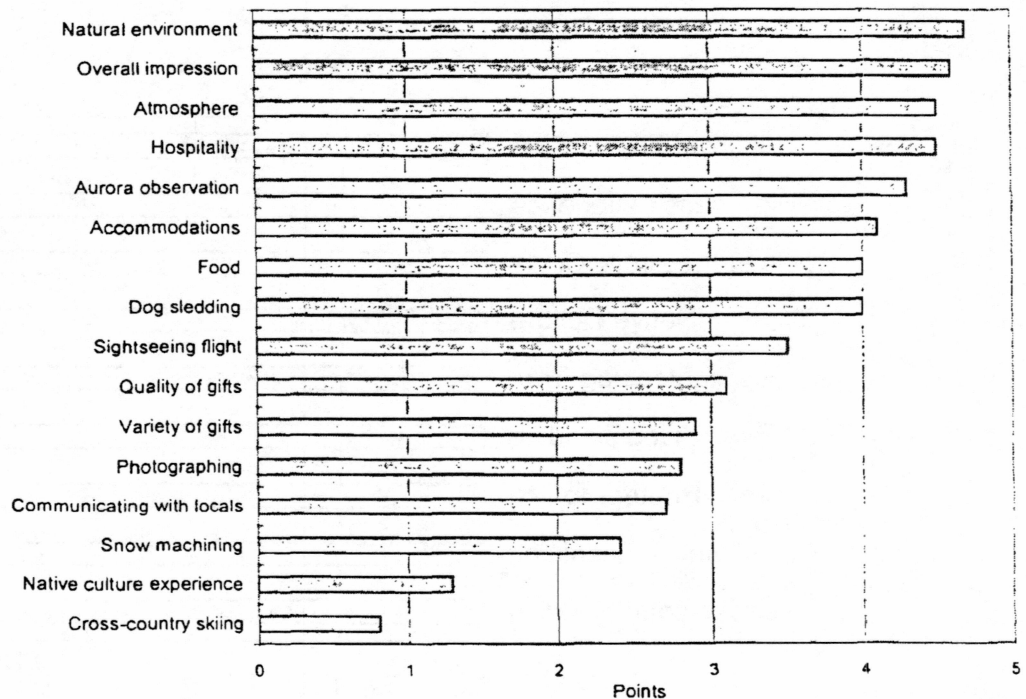


FIGURE 29. Visitors' Evaluation of Bettles Lodge



- Suggestions of Improvement in Services

Respondents were asked if there were specific things that Bettles Lodge could do to improve its service to visitors. Out of 115 respondents, 79 percent answered "no" to the question. They were satisfied with the present service provided by Bettles Lodge. For those who answered "yes," the researcher asked that they specify the reason in an open-ended question. Thirteen visitors suggested that there were some improvements needed to the facility, specifically to the bathroom. Nine guests stated that they would like to have bathrooms in every room. The bathroom issue will be discussed in the next chapter. Four guests commented that the search light at the airstrip and exterior lights around the lodge interfered when they tried to take pictures of northern lights.

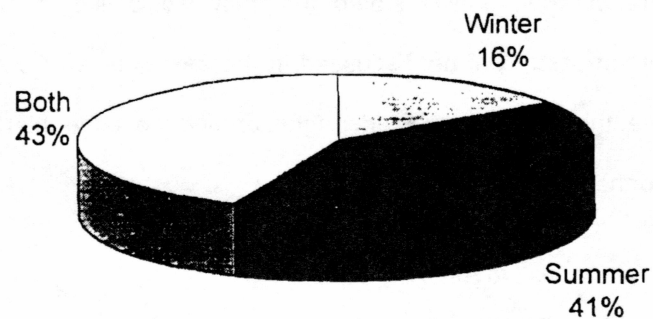
- Return Visit to Alaska

The final question was designed to find out if respondents would like to visit Alaska again. An overwhelming number of visitors answered that they wanted to revisit Alaska in the future (96 percent). Those who answered "yes" were then asked: 1) in which season would they visit? 2) Would they return within three years or sometime again in the future? 3) Would they revisit Bettles or go somewhere else in Alaska? 4) With whom would they come back -- friends, family/relatives, or others?

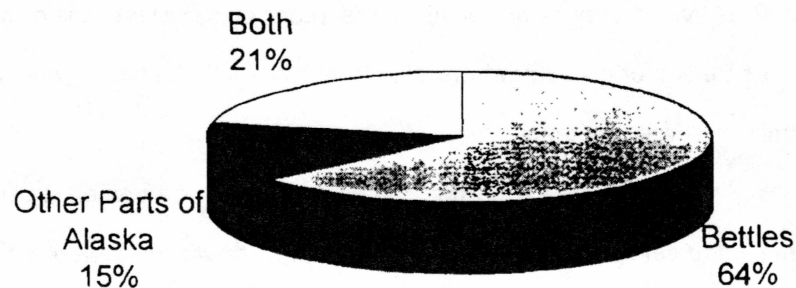
The result showed that there is a promising number expecting to visit in the summer time in the near future. Figure 30 shows that there are more visitors who want to return to Alaska in the summer season (41 percent) than in the winter season (16 percent). Forty-three percent of the respondents are interested in visiting both seasons. The majority of the visitors answer that they will return within three years (76 percent). If true, Bettles Lodge may well receive more repeat customers in the future. Figure 31 shows that 64 percent of the respondents are interested in revisiting Bettles. Other parts of Alaska that visitors would like to visit include Denali/Mt. McKinley, Barrow, Fairbanks, and various glaciers. Some respondents specified activities, such as whale watching, bear watching, fishing, and skiing. Forty percent of the respondents answered



that they would visit along with friends. Other respondents chose family and relatives (30 percent) or both friends and family/relatives (17 percent). The remainder chose others: alone, boy/girl friends, and with group tours. There were five respondents who answered that they would not like to visit Alaska again. Three of them thought that Alaska was too far away to visit again. One visitor said that he/she had many other places to visit. Another reason was that he/she had seen enough northern lights on the trip.



**FIGURE 30.** Which Seasons Do Visitors Want to Revisit Alaska?



**FIGURE 31.** Where Would Visitors Revisit in Alaska?

- Visitors' Comments

The right half of the final page on the survey was left blank for visitors to state their comments. There were comments from 47 respondents (33 percent). Twenty-one comments were from group tourists and 26 comments from individual tourists. Most of the comments were positive. Some suggested improvement in certain areas, such as the bathroom issue. The most common comments were about northern lights. Eleven respondents were especially happy to be able to see northern lights. Four respondents stated that even though they were not able to see northern lights, they really enjoyed staying at Bettles Lodge. There were only two respondents who were disappointed that they did not see the aurora. One of the respondents was also disappointed by the warmer temperatures. She/he expected to be in minus fifty degrees Celsius temperatures.

Another common comment was about the owners and employees at the lodge. Eight respondents thought that people who worked at the lodge were very friendly and helpful. The friendliness made guests feel like they were at home. Two of the respondents said that they would like to improve their English so that they could talk better with people at the lodge next time.

Seven respondents stated that they would definitely come back to Bettles again. Six of them wished that Bettles would stay the same as it was. Five respondents commented on tourism development in the area, apparently in response to the purpose of the survey<sup>26</sup>. Some wished that tourism development would not destroy the natural environment in the area.

Discussion of the result will follow in the next chapter. It will also discuss implication of the result to future tourism development in the Bettles/Evansville area.

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<sup>26</sup> The purpose of the survey was stated on the cover sheet as "to find out the ways of sustainable tourism development in rural Alaska, by meeting visitors' needs, while maintaining rural cultures and resources."

## Discussion

Since the sample size of the study is relatively small (141), there are limitations in generalizing too much from the results. However, there are several interesting trends that can be pointed out from the analysis. The first discussion involves demographic features of respondents in this survey compared with previous Japanese visitor studies in Alaska. The second discussion focuses on visitors' interests, evaluations, and suggestions of improvement at the lodge. The final section compares different aspects of group visitors and individual visitors, which implies a transition of tourist types at Bettles Lodge over time.

### Demographic Comparison with Previous Japanese Visitor Studies

This study shows that the profile of Japanese winter visitors to Bettles Lodge was different from the profiles from previous studies. The most outstanding difference is age. In the previous studies, the average age of Japanese visitors was 41.5 years (summer of 1996) and 34.7 years (winter of 1997). In the winter study of 1998, the average dropped to age between 18 and 25, which suggests a declining trend over time. However, in this study conducted in the spring of 2000, the age group of over 61 years numbered the most.

**TABLE 2.** Comparison of Demographics

	Summer 1996	Winter 1997	Winter 1998	Winter 2000
Sample Size	535	206	101	141
Average Age	41.5	34.7	18-25	61-
Female (%)	56	64	74	72

It is anticipated that there will be more older people traveling as the baby boomer generation reaches retirement age. The Japan Tourism Bureau (JTB) describes the older market group as "active seniors" who are between 60 and 74 years of age. They are very energetic and have more disposable income than any other market (5). This market generally prefers to purchase a package tour and travel in a group. "Himalayan Trekking Tour" and "World Cruise Tour" are the popular tour packages among them. The JTB recommends that in order to attract this market group, tours should be 1) activity and experience oriented, 2) premium valued, and 3) limited in time and place.

A segment of these respondents definitely possesses the characteristics of active seniors. Bettles Lodge also appears to have characteristics that would attract this active senior market. First, there are many activities available at Bettles Lodge, including dog sledding, snow machining, flight seeing, and a Native village tour. Most of these activities are uncommon in Japan. The active seniors were very excited by these different activities at the lodge and experienced them all. They fully enjoyed the activities during the daytime and often stayed up all night for northern lights observation. On the other hand, some of the younger visitors slept during the daytime.

Second, besides the premium attached to the millenium, the year 2000 is said to be the highest peak of solar activity in 11 years, which closely relates to aurora activities (Poker Flat Research Range). The probability of seeing the most active aurora was very high during the winter of 2000 in Alaska. In particular, Bettles is located above the Arctic Circle where aurora activities most frequently occur. A tour conductor who escorted a group of 17 was thoroughly aware of these factors. He also considered cycles of the moon and the weather in Bettles and deliberately scheduled the tour in the first week of March when it was new moon and the weather was usually favorable. His strategy was very successful; his customers saw northern lights every night during their stay at Bettles Lodge.

The demographic data show that the Japanese market continues to be dominated by female visitors. Percentages of female travelers from the previous studies were 56 percent

(summer of 1996), 64 percent (winter of 1997), and 74 percent (winter of 1998). In this study group, 72 percent were female. The tendency can be explained by tourism trends in Japan in the past 15 years. Fifteen years ago, 70 percent of the total Japanese travel population was male. But today, there is no difference in sex for leisure traveling (Public Information Section of Prime Minister's Office 1997). "Office ladies," or OL, who do general clerical work in a corporation, have been the fastest growing segment in the market. Since they are single and typically living with their parents, they have more disposable income. The type of job they have makes it easier for them to secure paid holidays for traveling than male workers. The latter receive more pressure from their bosses not to take holidays. Women in their 30s to 50s also like to travel. The former are the ones who were the pioneer female travelers ten years ago, and are still traveling. The latter are the ones who finally found leisure time after raising children.

A recent study suggests that females over sixty years of age are most interested in traveling to Alaska. *AB ROAD*, one of the most popular travel magazines published in Japan, conducted a survey about the popularity of overseas destinations in November 1996. The survey asked readers to name a destination that they are interested in visiting in the near future. New York was the most popular destination (14.6 percent), followed by Cairo (11.6 percent), and Las Vegas (11.5 percent). Alaska received 4.3 percent and was ranked in 32<sup>nd</sup> place. Figure 32 shows the profile of potential visitors to Alaska. Women over sixty years old are most interested in visiting Alaska (30 percent of the female respondents).

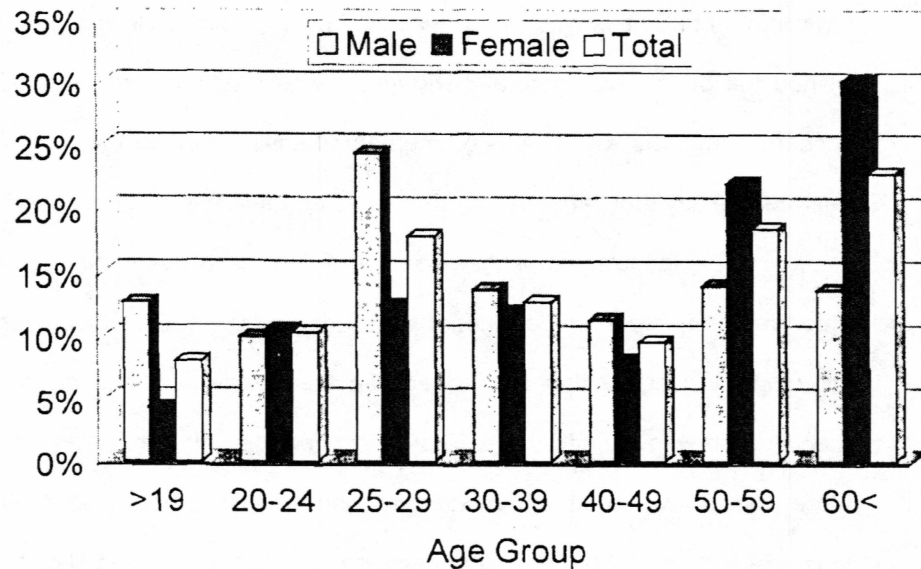


FIGURE 32. Potential Visitors to Alaska by Age & Sex. Source: AB ROAD, 1996.

### Visitor's Interest and Evaluation

The data show a strong interest in aurora observation among Japanese visitors. It seems that many visitors to Bettles Lodge are avid aurora watchers who have done extensive research on northern lights. They have identified Bettles Lodge as the best place to watch them. The reason for the choice is not only the probability of seeing good lights, but also the lodge's amenities that allow them to watch aurora comfortably and safely. Many commented that it was worth visiting Bettles since they were able to see fantastic northern lights. Bettles Lodge provides special services for northern lights watchers, such as preparing midnight snacks (home-made sweets, cup noodles, instant miso soup, etc.) with tea and coffee available for 24 hours and bonfires. It is important that tourists can go in and out the lodge freely at night. External lights need to be kept minimum for photographing. Reclining chairs for outside use are also recommended.



The visitors also showed high interest in wilderness experience and wildlife. The natural environment in Bettles was highly evaluated by the visitors. Several visitors commented that they wished the spectacular natural environment would be protected in the future. Some expressed concern about tourism impacts on the natural environment in the area. One guest was afraid to hear people say that Japanese tourists explored the Arctic and destroyed the nature.

The lodge's atmosphere and staff hospitality were highly evaluated as well. Some unfortunate guests, who were not able to see aurora because of weather, commented that it was still worth visiting Bettles Lodge because they really liked the atmosphere of the lodge and friendly staff who worked there. They described the lodge as being "at home" and comfortable. More than a few guests commented that they wished Bettles Lodge would stay the same as it was. More than half of the respondents agreed that they would like to visit Bettles again in the near future.

Among different activities that are available at Bettles Lodge, tourists were most interested in dog sledding. It was the most highly evaluated activity at the lodge. Dog sledding experiences clearly met the high expectation of the visitors. The sightseeing flight into the Brooks Range also seemed to meet their expectations. Visitors were interested in Native culture as much as dog sledding and flight seeing, but the evaluation of the Native culture experience and communication with local residents was relatively low. There is a need for improvement in the area. It will be a challenge for the owners to get more local involvement, which could add a Native culture experience.

Evaluations of snow machine rides and cross-country skiing were also lower, but visitors' interests in these activities were lower as well. There is a possibility of improving snow machining and cross-country experiences. At this point, tourists are not allowed to drive snow machines themselves because of insurance reasons. Some visitors expressed interest in renting a snow machine that they could drive themselves. In general, Japanese have some experience in downhill skiing, but not in cross-country skiing. Instead of just renting skis, there should be a proper orientation for beginners. A guided ski tour might increase interest in cross-country skiing.



Seventy-nine percent of the respondents were satisfied with lodge's existing services. There were some suggestions of improvement, mainly in the area of infrastructure. Some visitors found it inconvenient not to have a private bathroom in every room. In Japanese tradition, a toilet and a shower/bath tub are separated and a shower and a bathtub are equipped in one room. People usually take a shower before getting in the bathtub so that people can share the hot water in the tub with others. At Bettles Lodge, most of the bathrooms contain both a toilet and a shower. On the other hand, some deluxe rooms have a private Jacuzzi in the room but no shower. People got confused; "how do I take shower before using Jacuzzi?" Some of them took a shower in the shared bathroom, put their clothes back on, returned to their room, took their clothes off again, and used the Jacuzzi. Most of younger visitors had no complaints on the existing system. They are more used to western style bathrooms. However, older visitors should be accommodated in the room with a private bathroom.

Ninety-six per cent of the respondents said that they would like to visit Alaska again and a majority agreed to visit within three years. There is a great potential in the summer Japanese visitation to Bettles; 84 percent showed interest in visiting Alaska during the summertime and 85 percent said that they would visit Bettles again. At this point, Alaska is more famous as a winter destination among the Japanese because of the northern lights. This probably relates to the fact that the year 2000 is the peak of solar/aurora activities in the eleven-year cycle. Recently, many newspaper and magazines put articles about northern lights in Alaska. Tour companies promote tours to Alaska for the aurora watching. Japanese people's passion for the northern lights can also be at its peak and their interest might decline in the next few years. On the other hand, Japanese people have just started to realize the attraction of summertime in Alaska. We may see the increase of Japanese visitors during the summer.

A few respondents said "no" to future visit to Alaska since it is too far away to travel. The international air connection between Japan and Alaska is not so convenient. Geographically, Alaska is the closest part of the United States to Japan; it takes less than seven hours to fly from Tokyo to Anchorage. However, there is no direct flight between the two at this point (December

2000). Most of the visitors use either Tokyo-Seoul-Anchorage route or Tokyo-Seattle-Anchorage route, both of which require a full-day traveling. There has been no attempt to create a non-stop flight between Tokyo and Fairbanks during the wintertime, which has a potential of major increase of northern lights visitors.

### **Younger Individual Travelers vs. Senior Group Travelers**

Results of the survey imply that there are two different types of respondents. One type is an individual traveler with a party of five or less. Eighty-three respondents can be categorized in this group, which represents 59 percent of the overall respondents. The demographic profile of this type is a female, single, in her 20s or 30s, and with a full-time job. Another type of respondent is a traveler with a group of six or more. Fifty-eight respondents fit in this type, which represents 41 percent of the total respondents. They are female, married, over 61 years of age, and housewives. An analysis was made to comparing these two groups: younger individual travelers and senior group travelers.

Similarities of these groups are that they are more likely to be female and most interested in observing northern lights. They both are satisfied with overall experiences at Bettles Lodge. Bettles Lodge seems to be the destination of choice for both groups. However, these two groups show significant differences in other aspects, especially in sources of information used, and travel expenses.

For individual travelers, *Globe Trotter* is the major source of information. *Globe Trotter*, also known as the "Bible" for Japanese independent travelers, is a guidebook especially designed to support those who travel by themselves. It provides a variety of information from destination descriptions to how to make a phone call from the foreign country. It helps travelers survive safely in their adventure trips. On the other hand, very few group travelers used this source.

The Internet is used almost exclusively by younger individual visitors to collect information. The Internet is the latest technology and means of communication that became available to the general public only several years ago in Japan. Thus, it is more widely used by

younger generations, just like any other new technology. Results showed that the majority of respondents preferred Japanese web-sites to English web-sites. In order to attract Japanese visitors, the web-site should be developed in Japanese. Having a Japanese site is not enough, however. It has to be registered in Japanese search engines. Yahoo-Japan is the most popular search engine, followed by Goo and Infoseek.

E-mail was also widely used by independent travelers to book tours. E-mail is useful since it is much less expensive than international calls, faster than air postal mails, and can ignore the time difference between two countries. The fact that Bettles Lodge did not take or send messages in Japanese indicates that writing and reading e-mails in English seems like a small problem for most Japanese independent travelers. Generally speaking, Japanese are better in writing and reading English than in speaking and listening. Without any doubt, e-mail use by international tourists will dramatically increase in the future.

The majority of group or senior travelers used conventional media, such as travel agents' brochures and word of mouth, as sources of information. This group heavily depends on travel agents for their overall travel arrangements. Travel agents provide any necessary information to their customers and make all arrangements for them.

Another difference between the two groups is that group travelers spend more on travels than individual travelers. The result showed that the average group tourists spent 400,000 yen or more (US\$ 3,658 or more) on overall travels, where the average individuals spent between 200,000 and 250,000 yen (US\$ 1,830 to 2,286). It appears that group tourists spend more on-site than individual tourists. For example, 84 percent of group tourists purchased a flight seeing (\$100 per person) on-site, which was not included in the package. On the other hand, only 55 percent of individual tourists purchased one. It is assumed this disparity is related to the fact that a senior generation, the main segment of the group tourists, has more disposable income than younger generations.

The analysis of the two groups implies that Bettles Lodge is experiencing a transition in their customer types. The change can be explained by using Prosser's model (see Table 3).

Bettles Lodge's winter clients are a mix of the "off-beat adventurer" type and the "elite" type. The adventurer type is small in number and revels in local conditions (Prosser 27). An example of this group is student back-packers. The elite type is limited in number and demands western amenities or "rough it in comfort." An example given in the figure is social elites. For the case of Bettles Lodge, an example of the adventurer type is not student back-packers, but white collar workers in their 20s and 30s. And an example of the elite type is an active senior. Instead of demanding western amenities, active seniors ask for Japanese styles: they ask for everything to be on time, bathrooms to be in Japanese style, and meals to be in Japanese proportions.

**TABLE 3.** Change in Tourist Types Over Time. Source: Prosser, 1996.

<b>Type</b>	<i>Explorers discover a destination</i>	<i>Off-beat Adventurer penetrate a region</i>	<i>Elite wealthy, status conscious groups on expensive tours</i>	<i>Early Mass middle income groups on organized packages and tours</i>	<i>Mass Package tourists on fully standardized packages</i>
<b>Number</b>	Very few	Small numbers	Limited numbers	Steady flow	Massive numbers
<b>Expectation and Impacts</b>	Accept local conditions	Revel in local conditions	Either demand Western amenities or "rough it in comfort"	Look for Western amenities	Expect Western amenities
<b>Example</b>	Scientists and travel writers	Student back-packers	Social elites	Professional families	Wide range of social groups

Here are a few examples of the demanding nature of group tourists that were observed at Bettles Lodge. With a group of 17, a tour conductor from the travel agent escorted the group from Japan and takes care of the group during the entire trip. The tour escort is responsible for the entire group and tour experience, so he/she makes sure that the trip goes exactly as it was planned. Sometimes it causes problems in a remote destination like Bettles where things do not always go as planned. For example, a tour conductor was very frustrated for delays of the activity

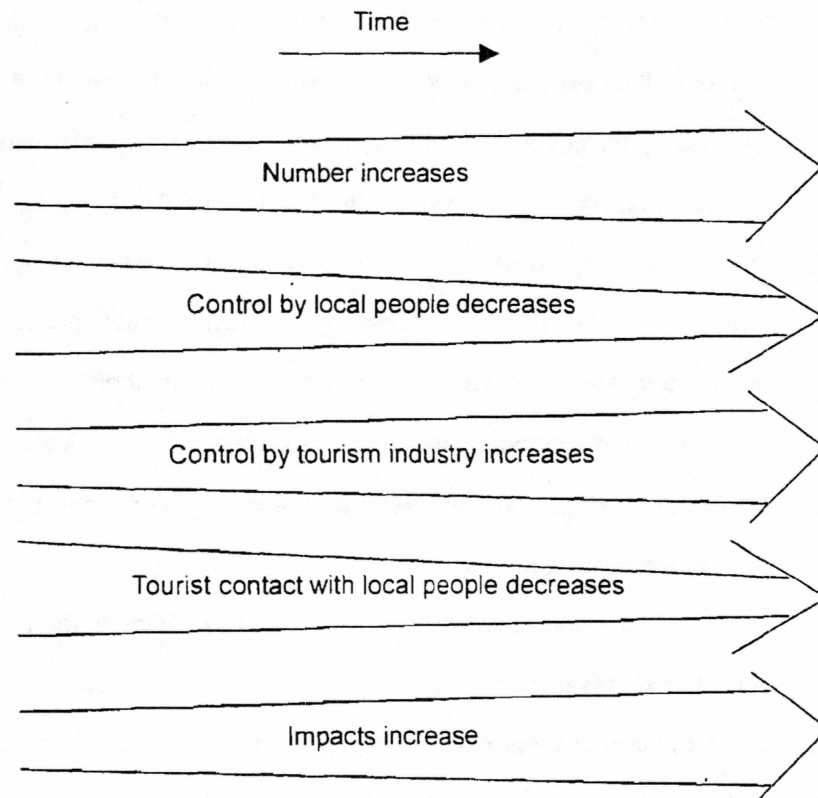
schedule. A 15-minute dog sled ride sometimes lasted over half an hour because of the nature of the activity. In that case, the local guide must let the tour conductor and the visitors know exactly what is going on by explaining the reason for delays. Thorough communication between a local guide, a tour conductor, and visitors is very important.

Since group travelers purchase the pre-paid total package tour from the tour agents, it is very important for the tour agents to make sure that every customer receives the same service and equal experiences during the trip. This can be a problem for a group of 18 at Bettles Lodge, where there is a total of 13 rooms with two different types: standard rooms and deluxe rooms. Rooms in the main lodge are all standard rooms, which are based on using shared bathrooms. The Aurora Lodge, on the other hand, has deluxe rooms with private Jacuzzis and bathrooms. Standard rooms have neither of these. In order to provide equal experiences for the entire group, the tour conductor had every customer switch rooms every day. A customer stayed one night at the main lodge, one night in a room at the Aurora Lodge with a private Jacuzzi, and then shared a bathroom the next night. It worked amazingly well from the standpoint of the tour agents, but not necessarily for customers and the lodge. Customers had to pack and unpack every night and dragged their suitcases between the two lodges. For the lodge, it was extra work to change sheets every day, which they usually do not do for multiple-stay customers. For destinations in a rural setting, it is sometimes a challenge to provide equal services to all customers. Furthermore, since the customers experienced all types of rooms, their expectations on amenities seemed to rise. The comments on the bathroom issue were almost exclusively raised by group tourists. They want a private bathroom in every room and they also want it in Japanese style, a toilet and a shower in separate rooms.

Some individual visitors who happened to stay at the lodge at the same time with group tourists expressed concerns. They suggested making some arrangement on room assignment, so that individuals were not located in the middle of the groups. Since the lodge is a small-scale operation, when the group of 15 or more visits the lodge, they literally dominate the whole lodge. The common spaces, such as the lounge and the dining area, were taken over by the group day

and night. The lodge may want to consider reserving the entire facility for larger groups in order to avoid conflict with individual tourists. Otherwise, group visitors may cause negative impacts on the individual's experience at the lodge.

Locals also seem to avoid visiting the lodge when it is so crowded with tourists. This raises a question of the carrying capacity of the community -- how many tourists can a community of 50 residents hold per day or per season? Figure 33 is adapted from Prosser's model that illustrates change in tourism impacts on destinations over time. As the number of tourists increases, the proportion of group tourists increases. As a result, control by tour companies increases, whereas control by local people decreases. At the same time, tourists receive less chance to communicate with local people. An increase in the number of tourists can cause more impacts of tourism on the destination. In order to pursue sustainable tourism, it is important to control the number of visitors under the capacity of the lodge and the community.



**FIGURE 33.** Change in Tourism Impacts Over Time. Source: Prosser, 1996.



A group of 15 tourists and 15 individual tourists have different meaning to the business. Advantages to having groups are that a schedule and a large sum of deposit are usually made in advance. Some travel agents book group tours one year prior to the trip. Another advantage is that group tourists or the elite type tend to spend more on-site than individual tourists or student back-packers. Groups purchase more optional tours and buy more expensive souvenirs. Groups are important for the lodge especially for these economic reasons. Independent travelers are also valuable customers. Repeat tourists usually visit individually and spend more nights than the first-time visitors do. It will be a challenge for the owners to keep a balance of these two customer types under the carrying capacity of the lodge and the community.



FIGURE 34. Japanese Group Tourists at Bettles Lodge



## Future Development

It is not uncommon to see entrepreneurs start up a business, expand it, and eventually sell it to others. They may enter a new business again, or simply retire. The Klaes at Bettles Lodge are one of the examples. They took over Bettles Lodge 18 years ago, when the annual gross revenue was less than \$300,000 (Bettles Lodge "Business Plan" 4). They have put considerable time, capital, and labor into the business and truly expanded it to annual sales of \$959,994 in 1999. They have established a good reputation, not only with domestic tour markets but also with international markets, including Europe and Asia. In 1999, Bettles Lodge received approximately 600 international guests. Expansion into the winter tourism market was a major capital investment for them. Operating two lodges in severe winter conditions in this remote environment is extremely costly. Even though they have a winter road connection to Dalton Highway, which lessens the cost of fuel, the cost of energy is still higher than what it is found in the urban areas. Winter operations largely increase operation expenses, which explain losses in 1996, 1997, and 1998. However, taking the continued growth of the winter Japanese market into consideration, the owners see the winter of 2000-2001 as a profitable winter.

The owners have been trying to sell the lodge for three years. They think that the business has grown to the point where it is too demanding for a family operation. They are looking for a professional individual or corporation to take over and expand the business. A tourism business, especially operating two lodges, an airline, and ground tours at the same time, requires a total commitment from owners and employees. It is more than a full-time job and there are no weekends or holidays during the tourist seasons. Compensation is not as high as some other jobs that are available in rural communities, such as construction jobs in the summer time. This sometimes makes it hard for the lodge owners to keep local employees. Being a guide in the Gates of the Arctic National Park can be very attractive to outsiders. However, these outside helpers are transient in many cases.

The community of Bettles has been serving as a hub of the Upper Koyukuk region for over 100 years. Its economy has changed dramatically over time. With the recent growth in tourism, it is now facing another stage of development. Evansville Tribal Council has a unique idea for tourism development in the area. It has a long-term plan of restoring Old Bettles as a historic site. Old Bettles has been abandoned since the construction of the airstrip in the present location in the late 1940s. Tribal Council members are interested in cleaning up the site and making it accessible to visitors. They are interested in adding Native culture and historic experiences to the existing program.

Bettles Lodge has been hiring some tribal members. However, there are not many interactions between Evansville Tribal Council/Native Corporation and Bettles Lodge in terms of cooperation in tourism development. Given the fact that there are interests among the Japanese winter tourists to experience Native cultures and communicate with local people, it may be worth considering encouraging Evansville and Bettles Lodge to create a joint plan for future tourism development in the area. The potential for growth in tourism in the area is high, not only for the lodge, but also for many other local businesses and organizations affected by tourism, such as tribal council, Native corporation, National Park Service, other tour operators in the area, local stores, and air commuters.

An increasing number of people are traveling each year, and tourists are exploring to more remote areas in the world. Tourists want to see what other people have not seen. The Gates of the Arctic National Park and Preserve attracts visitors from all over the world. The number of recreational visitors to the park increased from 1,381 at the establishment of the park in 1982 to 8,166 in 1999 (Public Use Statistics Office, NPS). Inevitably, the Bettles/Evansville area, a gateway to the park, will be affected by this expansion of tourism. Since the visitor's access is almost exclusively limited to small airplanes, it is unlikely to see the area develop into a destination for mass tourism. Tourism in Bettles is rather for a limited number of independent adventurers or elite travelers. These travelers are sensitive to human impacts on natural environments and put emphasis on quality of their experiences. Even though each visitor tries to

leave no trace, thousands of visitors will impact the local environment over time. The natural environment in the Arctic has a relatively small carrying capacity and is vulnerable to human intervention. Residents who practice subsistence activities in the area are also directly impacted by the seasonal flow of tourists. In order to keep a balance between needs of visitors and protection of the local environment, it is important to retain local control over the destination. In order to keep as much local control as possible, it may be useful for all interest groups and stakeholders to get together and plan carefully for future tourism development in the region.

## Conclusion

This study shows that the profile of Japanese winter visitors to Bettles Lodge was different from the profiles from the previous studies. In this study, housewives over 61 years old were most prominent. These active seniors tend to travel in a group with an expensive package tour. They depend heavily on travel agents as information sources and for overall tour arrangements. Individual travelers, on the other hand, use travel guidebooks and the Internet to collect information about destinations and use e-mail to directly book tours.

Respondents showed strong interest in the aurora and identified Bettles Lodge as the best place to observe the phenomenon. Visitors' interests in wilderness experience and wildlife were also high and they expressed a concern for tourism impacts on the natural environment in the area. The study indicates that the lodge's "at-home" atmosphere and staff hospitality were the keys to having repeat visitors. Almost all respondents said that they would like to visit Alaska again within three years. Most of them are interested in visiting Bettles again. Results show that the repeat visitors are more likely to come back to Alaska in the summer. Given the fact that the year 2000 is the peak of aurora activities in the eleven-year cycle, Japanese people's interest in northern lights could be at its peak as well.

Among different activities available at Bettles Lodge, the dog sled ride was the most popular and satisfying activity. Visitors who chose to do an optional sightseeing flight into the Brooks Range were also well satisfied with their experience. The evaluation of the Native culture experience and communication with local residents was relatively low. More local involvement in tourism will add Native culture experiences to the tourist activities. The lodge may consider creating a guided cross-country ski tour to attract Japanese visitors who usually do not have an experience in cross-country skiing.

A majority of visitors were satisfied with the lodge's existing service. Most of younger visitors had no complaints about the facility. However, older visitors asked to have a separate toilet and shower in the shared bathroom, as is commonly found in Japan. Older visitors should

be accommodated in the room with a private bathroom. Some individual visitors who happened to stay at the lodge at the same time with group tourists also expressed some concerns. They flew all the way from Tokyo to the most remote village in the Arctic and found themselves in the middle of Japanese people at the lodge. They thought that the lodge should make some arrangements to separate individual visitors from groups; for example, separate room assignments and schedules for meals. It is a challenge for a small business like Bettles Lodge to have a mixture of individual and group customers and satisfy both of them at the same time.

The Bettles/Evansville area has a relatively long history of serving people from the outside world. The area was started as a trading post to serve miners and explorers. After WWII, it played an important role by having one of the hub airports in Interior Alaska. Today, it serves tourists from the United States, Europe, and Asia to guide them into the Gates of the Arctic National Park and Preserve. As globalization of travel and tourism industry proceeds, it is almost inevitable for a remote destination to experience an increase of tourists. It is not only the number of tourists that increases, but also the expectation of tourists. For the local community to receive a maximum and sustainable benefit from tourism development, it is important to retain local control over the destination. Since tourism has direct and indirect effects to various local businesses, every interest group in the community should work together to develop a comprehensive plan for future tourism development in the region.

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## Appendix A: Survey Questions and Results

### ▪ Questions about Bettles Lodge Visit

- Dates of your visit to Bettles N=138  
(4%) January (31%) February (64%) March (1%) April  
Nights of Stay in Bettles Lodge N=141  
(3%) Day visit (22%) 1 (17%) 2 (45%) 3 (6%) 4 (2%) 5 (4%) 7 (1%) 14 nights
- Have you visited Bettles before? N=141 (4%) Yes (96%) No  
If yes, how many times? N=5 (80%) 2 times (20%) 3 times
- Did you consider other destination besides Bettles in planning the trip to Bettles? N=129  
(38%) Yes (62%) No  
→ if yes, Where? N=52 (52%) Chena Hot Springs (17%) Barrow (8%) Yellow Knife  
(6%) Fairbanks (17%) Others: Circle Hot Springs, Chatanika, Mt. Aurora, Fort Yukon,  
Arctic Village, Norway, Greenland.
- How much were you interested in doing these specific activities in Bettles?  
1=extremely interested, 2=very interested, 3=interested, 4=not so interested, 5=no interests

		1	2	3	4	5	Point
Aurora observation	N=141	(94)	(2)	(4)	(0)	(0)	4.8pts
Dog mushing	N=139	(42)	(29)	(22)	(6)	(1)	4.1pts
Snow machining	N=134	(21)	(21)	(37)	(13)	(7)	3.3pts
Cross-country skiing	N=123	(11)	(12)	(40)	(28)	(10)	2.9pts
Photographing	N=131	(36)	(16)	(29)	(13)	(6)	3.6pts
Sight seeing flight	N=134	(46)	(28)	(22)	(4)	(1)	4.1pts
Being in the Arctic Circle	N=135	(54)	(21)	(19)	(4)	(1)	4.2pts
Native culture	N=137	(40)	(32)	(23)	(4)	(1)	4.1pts
Wilderness experience	N=139	(76)	(15)	(8)	(1)	(1)	4.6pts

Others: canoeing, camping, communicating with locals, experience the cold, fishing, hiking, learn English, visit National Parks, wildlife watching.

- What source of information did you use in planning the trip to Bettles?

Please check all that apply. N=245

(20%) Friends and relatives

(28%) *Globe Trotter*

(29%) Travel Agencies' brochures

(6%) Travel Agencies' web pages

(10%) Internet

(3%) Bettles Lodge's brochure

(4%) Bettles Lodge's web page

(1%) Other: AK State Japan Office

## 6. How did you book the tour? N=136

(74%)Travel Agencies in Japan (15%)Direct booking from Japan

(1%)Travel Agencies in Alaska (3%)Direct booking in Alaska

(7%)Other: booked through friends in Alaska

If you booked directly, what kind of means did you use? N=26

(19%)Phone (4%)Fax (73%)E-mail (4%)Postal mail (0%)Other

## 7. How would rate these specific activities/services in Bettles?

1=excellent, 2=very good, 3=fair, 4=poor, 5=very poor, 6=didn't participate/don't know

		1	2	3	4	5	6	Point
Overall impression	N=135	(64)	(30)	(4)	(1)	(0)	(0)	4.6pts
Aurora observation	N=123	(65)	(20)	(8)	(1)	(0)	(6)	4.3pts
Dog mushing	N=132	(39)	(36)	(19)	(1)	(0)	(5)	4.0pts
Snow machining	N=122	(21)	(20)	(16)	(2)	(0)	(42)	2.4pts
Cross-country skiing	N=108	(4)	(7)	(12)	(1)	(0)	(83)	0.8pts
Photographing	N=120	(18)	(29)	(22)	(1)	(1)	(29)	2.8pts
Sight seeing flight	N=124	(49)	(23)	(3)	(0)	(1)	(23)	3.5pts
Native culture experience	N=111	(6)	(14)	(8)	(5)	(4)	(63)	1.3pts
Communicating w/ locals	N=114	(25)	(25)	(15)	(3)	(3)	(31)	2.7pts
Accommodations	N=131	(38)	(39)	(19)	(2)	(1)	(1)	4.1pts
Food	N=132	(37)	(32)	(30)	(2)	(0)	(0)	4.0pts
Hospitality	N=136	(59)	(34)	(7)	(0)	(1)	(0)	4.5pts
Atmosphere	N=135	(61)	(27)	(10)	(1)	(1)	(1)	4.5pts
Natural Environment	N=134	(75)	(21)	(4)	(0)	(1)	(0)	4.7pts
Variety of gifts	N=123	(14)	(13)	(45)	(16)	(3)	(9)	2.9pts
Quality of gifts	N=124	(17)	(19)	(42)	(10)	(2)	(10)	3.1pts

## 8. Are there specific things that Bettles Lodge can do to improve its service to visitors? N=115

(21%)Yes (79%)No

## 9. Would you like to visit Alaska again? N=137 (96%)Yes (4%)No --if yes, check all that apply.

When? N=129 (16%)Winter season (41%)Summer season (43%)Both

N=88 (76%)Within 3 years (16%)Sometimes again in the future (3%)both

(5%)Others: whenever, fall season, undecided

where? N=122(64%)Visit Bettles again (15%)Visit somewhere else in Alaska (21%)Both

With whom? (40%)Friends (30%)Family/relatives (17%)Both

N=119(13%)Others: alone, boy/girl friend, group tour.

If No, why? Too far to visit again (3), other places to visit, have seen enough aurora.

▪ Questions about Alaska Visit

10. Have you been to Alaska before? N=139 (24%)Yes (76%)No

If yes, how many times? N=31 (55%)2 times (10%)3 times (16%)4 times (19%)more than 5 times. Average=3.4 times

11. What influenced you to travel to Alaska?

1=extremely influential, 2=very influential, 3=influential, 4=not so influential, 5=no influence

		1	2	3	4	5	Point
Friends/relatives	N=110	(30)	(15)	(8)	(5)	(42)	2.9pts
TV programs	N=106	(24)	(14)	(25)	(8)	(29)	3.0pts
Travel books	N=99	(21)	(15)	(16)	(15)	(32)	2.8pts
Travel Magazines	N=98	(20)	(20)	(17)	(11)	(31)	2.9pts
Travel brochures	N=99	(17)	(25)	(20)	(12)	(25)	3.0pts
Tour operator's recommendation	N=95	(8)	(8)	(12)	(16)	(56)	2.0pts
"The Tale of Alaska"	N=92	(5)	(2)	(10)	(9)	(74)	1.6pts
Michio Hoshino	N=99	(27)	(11)	(12)	(8)	(41)	2.7pts
Interests in Aurora	N=130	(88)	(9)	(2)	(0)	(1)	4.8pts
Interests in Native culture	N=97	(14)	(15)	(27)	(22)	(21)	2.8pts
Interests in wilderness / wildlife	N=117	(58)	(21)	(13)	(4)	(3)	4.3pts
Interests in dog sled	N=104	(26)	(20)	(22)	(20)	(12)	3.3pts
Interests in AK Railroad	N=102	(21)	(17)	(13)	(24)	(26)	2.8pts
Interests in exotic places	N=110	(41)	(23)	(10)	(14)	(13)	3.7pts

Others (N=7): Neal Davis "Aurora", snow machine. to study, adoration to Alaska since childhood.

12. What specific sources of information did you use in planning to visit Alaska?

Please check all that apply. N=345

(54%)Friends and relatives

(13%)Internet

(22%)*Globe Trotter*

(23%)Travel Agencies' brochures

(7%)*Blue World guide*

(3%)Travel Agencies' web pages

(6%)AK Division of Tourism in Tokyo

(8%)Travel magazines

(2%)Others: Aurora music CD, essay, many other books, TV, newspaper.

13. If you chose "Internet" in question #12, please answer the following two questions.

a. Which Web sites would you prefer? N=49

(65%)Japanese sites

(3%)English sites

(14%)Both

b. What are your favorite Japanese Search Engines? N=68

(56%)Yahoo (16%)Goo (13%)Infoseek (4%)Lycos (9%)Excite (1%)Other: Biglobe

14. How many months did you spend planning your trip? N=137  
(27%)1 (19%)2 (11%)3 (6%)4 (7%)5 (30%)6 or more months
15. How many people are in your immediate party including yourself? N=139  
(15%)1 (35%)2 (13%)3 (9%)4 (3%)5 (0%)6 (26%)7 or more people Average=3.5
16. If there is more than one person in your immediate party, who are they?  
Check all that apply. N=108  
(54%)Friends (25%)Family/relatives (21%)Others: boy/girl friends, colleagues, group package (41% of total, group of more than 15 -- 36% , a group of 7 -- 5%)
17. Length of stay in Alaska N=142  
(6%)3 or less (7%)4 (11%)5 (25%)6 (50%)7 or more nights  
--Out of 7 or more (24%)7 (69%)8 (5%)10~13 (1%)20 nights
18. Where are your major destinations and tour activities in Alaska?  
Check all that apply--if you spend one night or more in a destination, please fill in how many nights you are spending there. N=132

	# of Night		# of Night
(14%)Anchorage	124	(2%)Cleary Summit (Skiland)	16
(25%)Fairbanks	226	(0%)Talkeetna	
(18%)Chena Hot Springs	162	(0%)Fort Yukon	
(40%)Bettles	364	(0%)Arctic Village	
(0%)Barrow		(0%)Venetie	
(0%)Beaver		(1%)Other1: Seattle	11
(0%)Chatanika		(1%)Other2: Lake Luise	6
		(1%)Other3: Circle Hot Springs	2

19. Did you consider other destinations besides Alaska (e.g. countries) in planning this vacation?  
N=134 (28%)Yes (72%)No
20. What is your over all travel expenses of this trip, including the airfare? N=140  
(3%)150,000 or less (8%)150,000~200,000 (26%)200,000~250,000  
(20%)250,000~300,000 (11%)300,000~350,000 (12%)350,000~400,000  
(20%)400,000 yen or more
21. Which type of travel package best describes your itinerary? N=133  
(38%)Pre-arranged/scheduled package tour  
(37%)Package tour with air tickets and accommodations plus optional tours  
(23%)Independent travel  
(2%)Others: Friends arranged the whole trip, independent travel through tour company.

▪ Demographic Questions

22. Sex N=138 (26%)male (74%)female
23. Age N=137 (2%)less than 18 (16%) 18~25 (15%)26~31 (20%)32~40  
(11%)41~50 (5%)51~60 (31%)61 or older
24. Are you married? N=135 (47%) Yes (53%) No
25. Do you have children? N=133 (27%) Yes (73%) No
26. Address N=136 (63%) Tokyo Area (13%) Osaka Area (7%) Kyushu  
(5%) Hokkaido (11%) Other Areas
27. Employment status N=136  
(56%)Full-time employed (1%)Part-time employed (21%)Housewife  
(12%)Student (7%)Unemployed (4%)Others  
If employed, what is your job? N=63  
(51%)Office Worker (14%)Self-employed (14%)Nurse/Medical (8%)Artist  
(5%)Designer (5%)Teacher (3%)Banker
28. Highest education level N=130  
(5%)Graduate school (38%)4-year-college (28%)Some college (25%)High school  
(1%)Junior high school (3%)Others
29. Have you visited any foreign countries as a pleasure trip in the past five years? N=138  
(92%)Yes (8%)No



## 日本人旅行者の動態調査

アラスカ ベテルス・ロッジ

Japanese Visitor Survey in Bettles Lodge, Alaska

2000年1月～4月

アラスカ大学フェアバンクス校 大学院プロジェクト

日本からのお客様へ

ベテルス・ロッジへようこそ！

私はアラスカ大学の大学院で観光によるアラスカ先住民の地域開発を研究しているものです。研究の一環としてベテルス・ロッジに滞在中の日本人のお客様を対象としたアンケート調査を行っています。この調査の目的は、旅行者の旅行形態をつかむことによって、旅行者のニーズを満たすと共にアラスカの地域文化と資源を損なわない形の、より持続可能な観光開発の道を探っていくことです。アンケートから得られる情報は、この研究目的以外に使われることはありませんので、皆様の率直なご意見をお聞かせください。

1枚目はあなたのベテルス訪問に関する質問、2枚目はアラスカ旅行に関する質問、そして最後のページがあなたご自身に関する質問となっています。答えられる範囲で回答くだされば結構です。全部で29問、10分から15分ほどで終わります。記入が終わりましたら、恐れ入りますが係の者までお持ちください。ご協力くださいましたお客様にはささやかながら記念品を差し上げています。

どうぞよろしくお願い致します。

小島 美絵

この調査に関する質問は(907)455-6329 または [fmk@uaf.edu](mailto:fmk@uaf.edu) までご連絡ください。





ベテルス訪問に関する質問

1. ベテルス・ロッジ滞在期間 月 日から 月 日までの 泊

2. 以前にもベテルス・ロッジを訪れたことがありますか? ( )はい ( )いいえ  
「はい」と答えた方 → 今回の訪問は何回目ですか \_\_\_\_ 回目

3. 今回のベテルス訪問を計画した際に、ベテルス以外に候補にあがった場所がありましたか? ( )はい ( )いいえ  
「はい」と答えた方 → どこですか \_\_\_\_\_  
なぜ他の場所ではなく、ベテルスに来ることを決めたのですか \_\_\_\_\_

4. あなたは以下のベテルスでのアクティビティにどのくらい興味がありますか?  
あてはまるところに×をつけてください。  
☐1=非常に興味がある ☐2=とても興味がある ☐3=興味がある  
☐4=あまり興味がない ☐5=まったく興味がない

オーロラ観測	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
犬ぞり	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
スノーモービル	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
クロスカントリースキー	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
写真撮影	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
遊覧飛行	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
北極圏内の地を訪れる	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
先住民文化に触れる	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
大自然に触れる	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
その他( )	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

5. ベテルス旅行を計画する際、どのようにして情報を集めましたか?  
あてはまるものすべてに○をつけてください。

( )友人・知り合いの話を聞いて ( )「地球の歩き方」ガイド  
( )旅行会社のパンフレット ( )ベテルス・ロッジのパンフレット  
( )インターネット ( )旅行会社のホームページ  
( )ベテルス・ロッジのホームページ ( )その他 \_\_\_\_\_

6. どのようにしてベテルス・ロッジに予約を入れましたか?  
( )日本から旅行会社を通じて ( )日本から直接ベテルス・ロッジに\*  
( )アラスカ到着後、旅行会社を通じて ( )アラスカ到着後、直接ベテルス・ロッジに\*  
( )その他 \_\_\_\_\_

\*「直接ベテルス・ロッジに予約を入れた」方・何を使って予約しましたか?

( )電話 ( )ファックス ( )Eメール ( )郵便  
( )その他 \_\_\_\_\_

7. ベテルス滞在に関して、以下のそれぞれの項目を評価してください。

☐1=非常に良い ☐2=とても良い ☐3=普通  
☐4=あまり良くない ☐5=良くない ☐6=やっていない・知らない

全体の印象	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
オーロラ観測	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
犬ぞり	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
スノーモービル	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
クロスカントリースキー	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
写真撮影	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
遊覧飛行	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
先住民文化体験	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
地元の人との交流	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
宿泊施設	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
食事	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
サービス・もてなし	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
ロッジの雰囲気	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
自然環境	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
土産物の量	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
土産物の質	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
その他( )	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

8. お客様に対するサービスに関して今後ベテルス・ロッジが改善できる点がありましたら教えてください。

( )特になし ( )あり→その内容は?

9. もう一度アラスカに来たいと思いますか? ( )はい ( )いいえ

A. 「はい」と答えた方 → あてはまるものすべてに○をつけてください。

いつ? ( )冬シーズン ( )夏シーズン  
( )今後3年以内に ( )3年以上先 ( )その他 \_\_\_\_\_

どこへ? ( )もう一度ベテルスに来たい  
( )ベテルス以外のどこか → 場所 \_\_\_\_\_

誰と? ( )友人 ( )家族・親戚 ( )その他 \_\_\_\_\_

B. 「いいえ」と答えた方 → なぜですか?

アラスカ旅行に関する質問

10. 以前にもアラスカを訪れたことはありますか？ ( )はい ( )いいえ  
「はい」と答えた方 → 今回の旅行は何回目ですか？ \_\_\_\_ 回目

11. 何に影響されてアラスカに来ようと思いましたか？以下のそれぞれの項目について、当てはまるものに×をつけてください。

□1=非常に影響された □2=とても影響された □3=影響された  
□4=あまり影響されていない □5=まったく影響されていない

友人・知り合いの話	□ 1	□ 2	□ 3	□ 4	□ 5
テレビ番組	□ 1	□ 2	□ 3	□ 4	□ 5
紀行文	□ 1	□ 2	□ 3	□ 4	□ 5
旅行雑誌	□ 1	□ 2	□ 3	□ 4	□ 5
旅行パンフレット	□ 1	□ 2	□ 3	□ 4	□ 5
旅行会社のすすめ	□ 1	□ 2	□ 3	□ 4	□ 5
新田次郎「アラスカ物語」	□ 1	□ 2	□ 3	□ 4	□ 5
星野道夫	□ 1	□ 2	□ 3	□ 4	□ 5
オーロラ	□ 1	□ 2	□ 3	□ 4	□ 5
先住民文化	□ 1	□ 2	□ 3	□ 4	□ 5
大自然・野生動物	□ 1	□ 2	□ 3	□ 4	□ 5
犬ぞり	□ 1	□ 2	□ 3	□ 4	□ 5
アラスカ鉄道	□ 1	□ 2	□ 3	□ 4	□ 5
辺境・秘境の地	□ 1	□ 2	□ 3	□ 4	□ 5
その他( )	□ 1	□ 2	□ 3	□ 4	□ 5

12. アラスカ旅行を計画した際、どのようにして情報を集めましたか？  
あてはまるものすべてに○をつけてください。

( )友人・知り合いの話 ( )インターネット  
( )「地球の歩き方」ガイド ( )旅行会社のパンフレット  
( )その他のガイド ( )旅行会社のホームページ  
( )アラスカ州日本支局観光部 ( )旅行雑誌  
( )その他 \_\_\_\_\_

13. 問12で「インターネット」を利用して情報を集めたと答えた方への質問です。

A. どちらのサイトをよくご覧になりますか？  
( )日本語のサイト ( )英語のサイト ( )両方  
B. あなたがよく使う日本の検索エンジンは何ですか？(複数回答可)  
( )Yahoo ( )Goo ( )Infoseek ( )Lycos ( )Excite ( )その他 \_\_\_\_\_

14. 今回のアラスカ計画は何ヶ月前から計画されましたか？

( )1ヶ月未満 ( )1ヶ月 ( )2ヶ月 ( )3ヶ月 ( )4ヶ月 ( )5ヶ月 ( )6ヶ月以上

15. 今回のアラスカ旅行は何人で来られていますか？(ご自身を含めて)  
( )1人 ( )2人 ( )3人 ( )4人 ( )5人 ( )6人 ( )7人以上

16. 前の設問で「2人以上」とお答えの方 → 同伴者はどなたですか？  
あてはまるものすべてに○をつけてください。

( )友人 ( )家族・親戚 ( )その他 \_\_\_\_\_

17. 今回のアラスカ旅行は何泊の予定ですか？

( )3泊以内 ( )4泊 ( )5泊 ( )6泊 ( )7泊以上 → \_\_\_\_ 泊

18. 今回のアラスカ旅行の主な訪問先はどこですか？

あてはまるものすべての○をつけてください。

また、1泊以上滞在する場合は、宿泊数も記入してください。

	宿泊数		宿泊数
( )アンカレッジ	_____	( )クリアリー・サミット(スキーランド)	_____
( )フェアバンクス	_____	( )タルキートナ	_____
( )チェナ温泉	_____	( )フォートユーコン	_____
( )ペテルス	_____	( )アークティック・ビレッジ	_____
( )ビーバー	_____	( )ヴィナタイ	_____
( )チャタニカ	_____	( )その他1: _____	_____
( )パロー	_____	( )その他2: _____	_____

19. 今回の海外旅行を計画した際に、アラスカ以外に候補に上がった国または地域はありましたか？ ( )はい ( )いいえ

「はい」と答えた方 → 場所 \_\_\_\_\_

なぜ他の国または地域ではなくアラスカを選んだのですか？ \_\_\_\_\_

20. 今回のアラスカ旅行費用(航空券・滞在費込み)は1人当たりおよそいくらですか？

( )15万円未満 ( )15万～20万円未満 ( )20万～25万円未満  
( )25万～30万円未満 ( )30万～35万円未満 ( )35万～40万円未満  
( )40万円以上

21. 今回の旅行形態として適当なものに○をつけてください。

( )あらかじめ全行程が決められているパッケージツアー  
( )航空券と宿泊先以外は自由時間が多いツアー  
( )自分自身ですべてを手配した個人旅行  
( )その他 \_\_\_\_\_

※本問は、回答用紙の裏面に記載されています。

コメント欄

プライバシーは厳守します。答えたくない質問は空欄のままで結構です。

22. 性別 ( )男 ( )女

23. 年齢 ( )18歳未満 ( )18～25 ( )26～31  
( )32～40 ( )41～50 ( )51～60  
( )61歳以上

24. 結婚していますか？ ( )はい ( )いいえ

25. 子供がいますか？ ( )はい ( )いいえ

26. 住所 都道府県: 市町村:

27. 職業 ( )社会人 ( )アルバイト ( )主婦 ( )学生 ( )無職・求職中  
( )その他

「社会人」とお答えの方 → お仕事は？

28. 最終学歴 ( )大学院卒 ( )4年制大学卒 ( )短期大学または専門学校卒  
( )高校卒 ( )中学卒 ( )その他

29. 過去5年間に余暇としての海外旅行に行かれたことはありますか？

( )はい ( )いいえ

「はい」と答えられた方 → 渡航先と旅行費用を教えてください。

渡航先	年	旅行費用(円)

ご協力ありがとうございました。

この用紙を係の者までお持ちください。ささやかながら記念品を差し上げています。

この調査に関するお問い合わせは(007)456-6820または [info@nankai-u.ac.jp](mailto:info@nankai-u.ac.jp) まで。